

# LIFE

*In This Issue:*  
**THE AMERICAN  
WOMAN'S DILEMMA**



**CAPE HATTERAS BOY**

**JUNE 16, 1947** **15** CENTS  
YEARLY SUBSCRIPTION **\$5.50**



# More OF EVERYTHING YOU WANT WITH Mercury



A woman wants her car to be right in fashion—but with a lasting basic beauty. She wants lots of vision and comfort, and she wants the car easy to drive and park. She also likes plenty of room—especially when out shopping with friends.

No wonder then so many women today are choosing the new Mercury that gives them everything they want and *more*. *More* vision, *more* flexibility, *more* roomy comfort and *more* up-to-the-minute beauty.

Men judge a car differently, but they're enthusiastically seconding the choice. For they had already decided on a Mercury because it gives them so much more of everything *they're* looking for.



**More easily handled and parked**

Mercury means more all-around performance with the boundless power and lively pickup that makes it more fun for a man to drive.

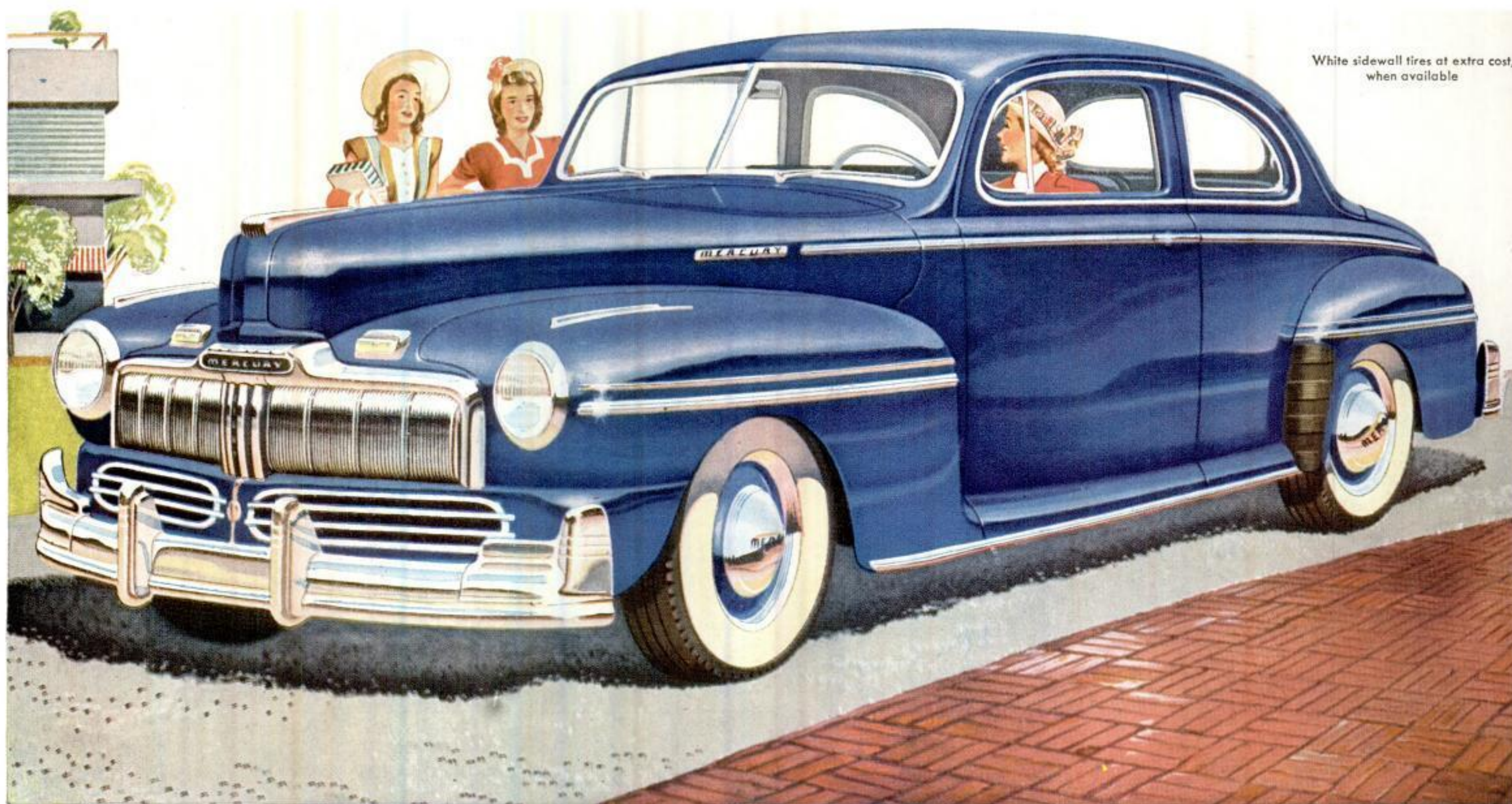
Mercury means more economy of operation—gas and oil consumption that's surprisingly



**More practical room throughout**

low for such a *big* car. To men, this Mercury is more car for the money from every angle. Man or woman, be sure to see the new Mercury—for more of everything *you* want!

MERCURY—DIVISION OF FORD MOTOR COMPANY



White sidewall tires at extra cost, when available



# LOVE GOT ON AT BUFFALO

by Gordon Kay

**T**HE MOMENT she sank into the seat beside him in the crowded Club car Jackson's heart skipped a beat.

As the miles flew by, jeweled bits of information fell from her lips . . . she was an artist . . . she had been visiting her father in Buffalo. Yes, she was on her way back to her home in New York.

"One girl in a million," thought Jackson, remembering Manhattan's vastness. He hoped she wasn't married. When she confessed she wasn't, he sighed with relief.

"Not even engaged!" she laughed. "Not even 'going steady' with anyone."

As the train sped Eastward, Jackson found himself completely fascinated. He had always scoffed at the idea of love at first sight, but that was exactly what was happening to him! He felt that into his life had surged a new and wonderful force that he must cling to forever.

As he babbled on about himself, she drew back sharply now and then, with an air of annoyance as though she were bored. Perhaps he was too eager or was talking too much. Nevertheless, when he suggested dinner, she accepted and excused herself to freshen up.

"Over two hours with her before we reach New York," he thought happily as the train began to pull into Albany.

But a telegram poured ice-water on that little dream. The message read:

"Peterson flying Rio tomorrow. Stop off Albany today and contact him." Stewart.

He silently cursed his luck. There was no way out; Peterson was too im-

portant. Crumpling the telegram in his hand, he scrambled for his things. There were only seconds to act.

Suddenly it flashed on him that he had learned neither the name nor address of this lovely girl who had swept him off his feet. Desperately he hurried through the aisles looking for her . . . in vain.

At last, as he raced along the platform, he had a glimpse of her thru the window, headed for the observation car. And there he caught up with her.

"Darling!" he blurted . . . then checked himself. "Your name! Your address! Your telephone number! You can't go out of my life like this!"

As the train started to move, she hastily plucked a card from her handbag, scribbled upon it, and, smiling quizzically, handed it to him. His eyes followed her figure in the twilight as long as they could, then looked down at the card. It read:

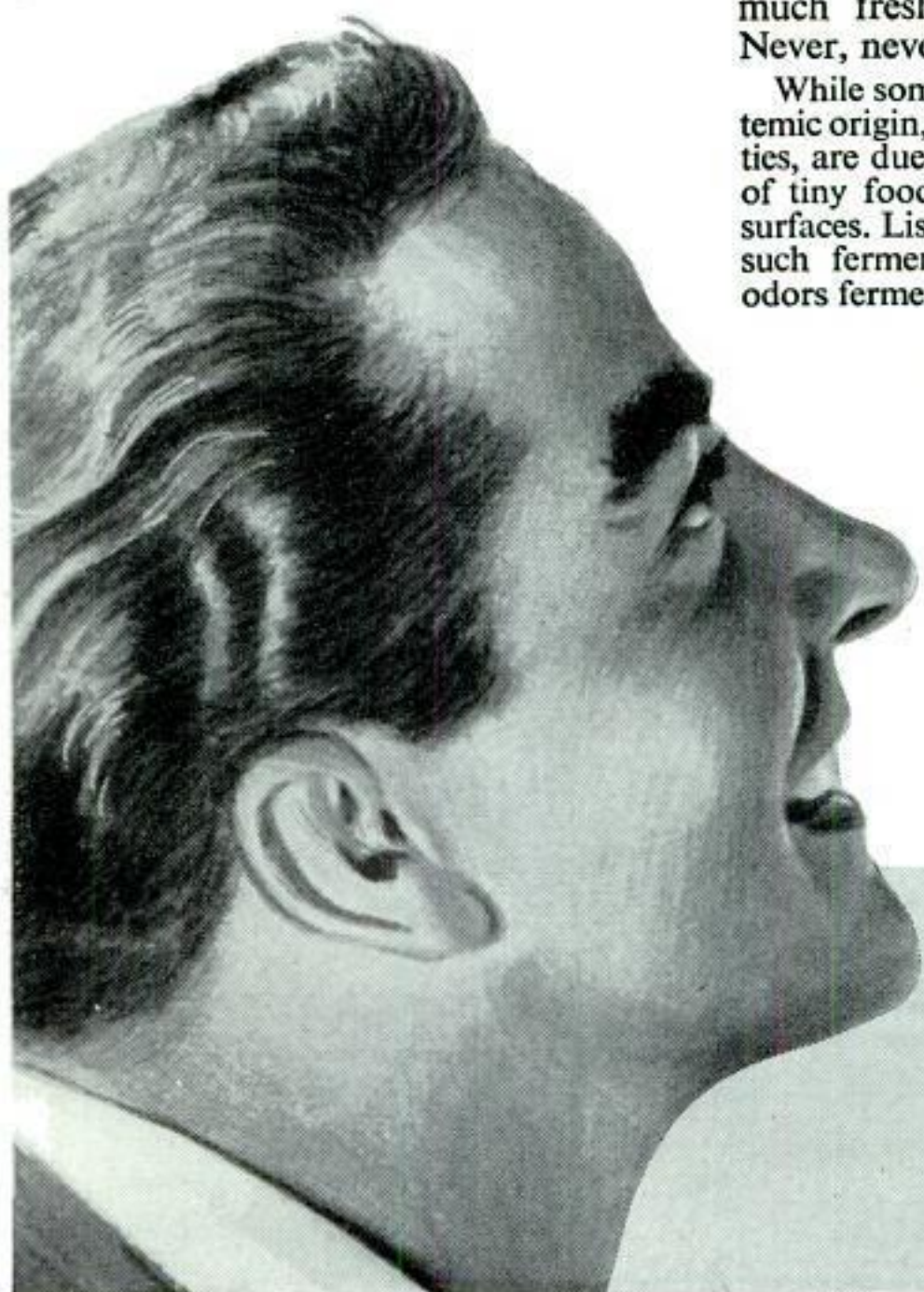
Mary Jones  
New York City

\* \* \*

Jackson never knew why she banished him so adroitly—and so completely—from her life. One could scarcely blame her. After all, there are few things more offensive than halitosis (unpleasant breath). Regardless of your other good points, it can stamp you as a person to be avoided.

Isn't it foolish to run such risks when Listerine Antiseptic is such a delightful precaution? Almost instantly Listerine Antiseptic makes the breath much fresher, less likely to offend. Never, never, omit it.

While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors fermentation causes.



This One



0358-CXS-OKSN





# WHOSE DOG IS THAT?



**1.** "Mereg Duda" is a puli (Hungarian sheep dog) owned by a Metropolitan Opera star who has been called "Queen of American Carmens." Miss S. was born in Deepwater, Missouri . . . started to sing at the age of five . . . has appeared in pictures, but at present is devoting her efforts entirely to opera, concert, and radio work.

She likes golf, tennis and driving her black convertible . . . often taking over the wheel from her chauffeur. She always looks for the "Ethyl" trademark when buying gasoline because: "Driving is more fun when the car runs its best—smoothly and powerfully! That's why I choose 'Ethyl' gasoline."



**3.** "Bruce" belongs to one of the busiest men in radio. Mr. G. appears on as many as eleven shows a week and his specialty is kidding sponsors and commercials. He works without notes or script . . . just says whatever comes into his head . . . which is something when you consider he's on the air about fourteen hours a week. You can hear him over the CBS network at 11 A.M. EDT Monday through Friday and at 9:00 P.M. EDT Tuesdays.

His home is in Virginia, where he enjoys sailing, raising horses and driving his new car. He says he always uses "Ethyl" gasoline because: "If I didn't, they wouldn't put my name in this ad."



*From the clues given, can you name the famous owners of these happy canines?*

**2.** "Great Pal," a Great Dane, belongs to a famous movie comedian who is coming back to the screen after an absence of several years. This should be great news to the folks who roared at the antics of this frantic young man with horn-rimmed spectacles when he starred in "Grandma's Boy," "Safety Last" and "The Freshman." His new, sure-to-click comedy is "The Sin of Harold Diddlebock," a feature release of United Artists.

He lives with his wife and children in Beverly Hills, drives a light gray convertible and collects old cars. He uses "Ethyl" gasoline in *all* his cars because: "There's nothing like 'Ethyl' gasoline for bringing out the power of a new car and putting a bit of life back into an old one."



## Read this to check your identification of the dogs' owners:

It's pretty hard to identify somebody from a picture of his or her dog. Also the fact that the person is an "Ethyl" gasoline user is not the best of clues. Millions of people like both dogs and high-quality gasoline. However, we think we've given you enough other clues to identify: **1.** Gladys Swarthout. **2.** Harold Lloyd. **3.** Arthur Godfrey.

These famous people look for the "Ethyl" trademark for the same good reasons that millions of other car owners do. They know the familiar yellow-and-black "Ethyl" emblem on a pump means the oil company has improved its best gasoline with "Ethyl" antiknock compound. This famous ingredient steps up power and performance—helps any car, new or old, do its best. Ethyl Corporation, New York.







## Typical example: the B. F. Goodrich tire that outwears prewar tires

**C**HARLES E. WATSON knows tires because they are part of his daily life. He services automobiles in Portland, Oregon, and does a lot of driving for both business and pleasure. In the picture above he is shown pointing to a B. F. Goodrich tire that has already given him over thirty-eight thousand miles of service. He writes:

"Less than eight months ago I purchased two B. F. Goodrich tires. The speedometer then read 35,504 miles. When these pictures were taken, it read 73,609. This represents 38,105 miles of the hardest possible passenger car service—and as you can see, there is plenty of tread left. Though I am

a service man, these tires were given no special attention."

Mr. Watson's report is *typical* of the experience of B. F. Goodrich owners, who state again and again that B. F. Goodrich Silvertowns outwear prewar tires. One of the reasons these tires give longer service is their wider, flatter tread. This tread puts more rubber on the road, spreads the wear more evenly, runs extra miles without wearing smooth.

Another worthwhile feature of this long-wearing tread is the hundreds of small curves molded into its rib edges to protect against skidding.

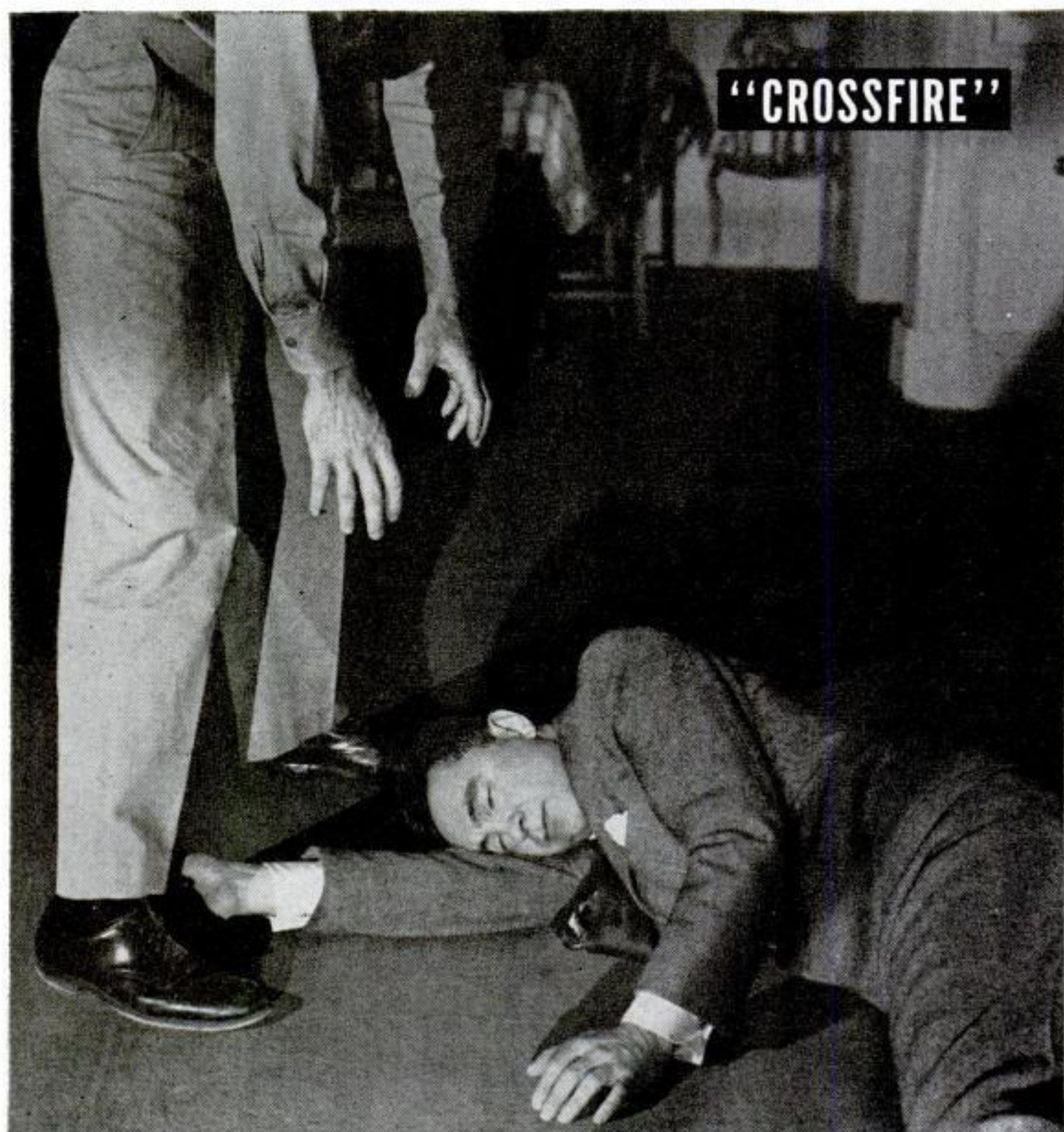
And B. F. Goodrich tires give you additional blow-out protection, too . . . by means of double breaker strips to cushion sharp blows . . . a big, strong tire body made with cords of high tensile strength.

B. F. Goodrich tires are guaranteed without limit as to time or mileage. Dealers now have most sizes right in stock. You can probably get tires and tubes right off the rack without waiting. *The B. F. Goodrich Company, Akron, Ohio.*

**B.F. Goodrich**  
**FIRST IN RUBBER**



# RKO's PIC-TOUR OF THE WEEK



"CROSSFIRE"

**MURDER WITHOUT MOTIVE** is revolutionary theme of RKO's *Crossfire*, co-starring ROBERT YOUNG, ROBERT MITCHUM, ROBERT RYAN. Grimly impressive scene above shows slayer hovering over victim, Sam Levene. Preview audiences report film packs dramatic TNT.



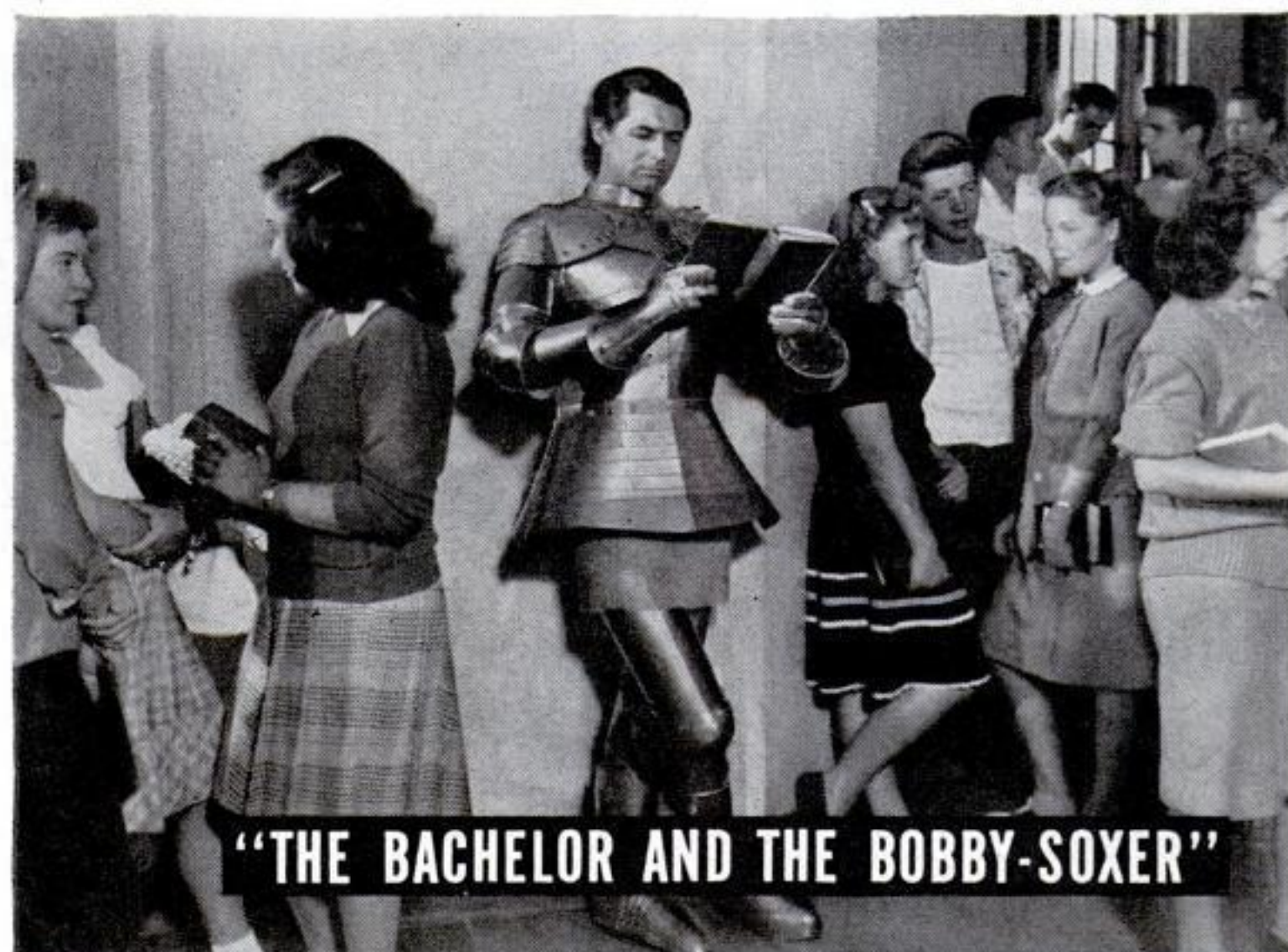
"FUN AND FANCY FREE"

**IDLING** between scenes of WALT DISNEY'S *Fun and Fancy Free*, Donald Duck describes to goggle-eyed Mortimer Snerd his hair-raising adventures in giant's sky castle. Fast pace of new Technicolor musical feature is accelerated by EDGAR BERGEN, DINAH SHORE, others.



"I REMEMBER MAMA"

**WHAT TO WEAR** for starring role in RKO's *I Remember Mama* is no problem for IRENE DUNNE. Here she sketches an idea for Designer Edward Stevenson. Film, based on the successful Broadway stage play, co-stars BARBARA BEL GEDDES, OSCAR HOMOLKA, PHILIP DORN.



"THE BACHELOR AND THE BOBBY-SOXER"

**SURROUNDED** by unmindful teen-age players, CARY GRANT reads between scenes of RKO's *The Bachelor and the Bobby-Soxer*. In film, he's love-struck SHIRLEY TEMPLE'S knight. MYRNA LOY co-stars. World Premiere early this summer at New York's Radio City Music Hall.

THESE BIG RKO PICTURES WILL  
SOON BE SHOWN AT YOUR THEATRE





# THE B.B. BALL PEN

98¢

NO LUXURY TAX

*Brings you Bull's-Eye Writing Performance at a Sensible Price*

The "B•B" is a product of extensive research and development work, and is backed by an All Time Guarantee. It is designed scientifically to give the utmost in balance and writing ease. The "B•B" is made by one of the oldest ball pen manufacturers in the country and one of the first to bring good ball pens to all at a sensible price.

The "VP" MODEL

Cleverly combines convenient half size for Purse or Pocket with full size when open for writing.

*Writes as it Rolls*

3 BRILLIANT COLOR COMBINATIONS  
Rich maroon and silver  
Lustrous black and silver  
Dove gray and silver

LONG TIME WRITING FEATURE  
Specially developed blot-proof ink flows steadily without skips.

Replaceable Ball Point and Ink Cartridge unit for 50¢, available from your dealer. Keep a fresh one on hand. Seconds to install.

**THE B•B ALL TIME GUARANTEE** — If, at any time, the "B•B" Pen does not perform to your complete satisfaction, return it to your dealer. He will, for a fixed charge of 35¢, either put it into perfect working order or replace it with a new pen.

*Available at leading drug, stationery and department stores and independent dealers everywhere.*

A PRODUCT OF THE B•B PEN COMPANY, HOLLYWOOD 38, CALIF.

A FULL MEASURE OF WRITING PLEASURE

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

It can be used to wash the ears of two small boys standing close together.

MARTIN FLEIT

Claremont, N.H.

Sirs:

Cut them in half and stick them in women's hats.

PHILIP N. EBERLE

College Point, N.Y.

Sirs:

... Paint them olive drab and call them surplus. ...

WAYNE G. BAIRD

Houston, Texas

Sirs:

There is no mystery about that brush. It's a Christmas present.

W. BLAKE HENDERSON

Lewiston, Ill.

### HORSE OR MULE?

Sirs:

The animal looked so unmule-like to an ex-cavalryman that I took the picture to a dinner of retired Army and Navy officers for a vote. One admiral and a Navy captain voted "horse." Six cavalry generals voted "horse." One cavalry colonel voted "mule" and to be perverse I voted "hinny," as I considered the hooves were of neither horse nor mule. The coloring of the nose is not that of a mule. Who wins?

MAJOR CHAPMAN GRANT,  
U.S.A. RET.

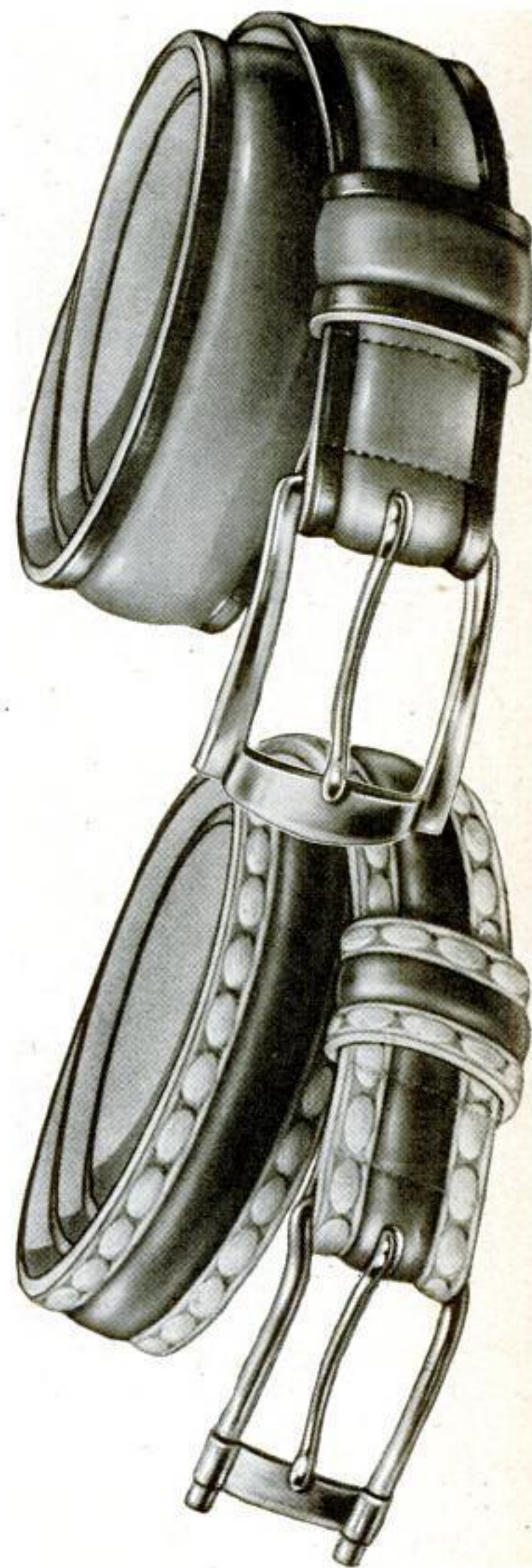
San Diego, Calif.

Sirs:

As manager of the 1947 Princeton polo team I feel that I am sufficiently qualified to distinguish between a horse and a mule. The mount shown



in your story, "U.S. Fleet in Middle East" (LIFE, May 26), is too narrow in the brisket to be a mule. Secondly its nostrils are not spaced with respect to its upper lip as is exemplified in the mule. Thirdly it does



*Truly*

### "Tops" for your trousers

Original designs by "PARIS"\*—saddle leather permanently formed and bench made into superlative belts. Here is the ultimate in the skilled leather workers' art—fine belts—smart in style—long wearing in quality. They are on sale at better men's stores everywhere.

*Illustrated:* 1" Two-tone Saddle Leather priced at \$3, and Heavy Luggage Stitch Design Saddle Leather, ¾", priced at —\$2.50.

\*Reg. U.S. Pat. Off. A product of A. Stein & Co., Chicago

PARIS BELTS, GARTERS, SUSPENDERS

CONTINUED ON PAGE 10



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*The 'V'*  
MODEL

Cleverly combines convenient half size for Purse or Pocket with full size when open for writing.

*Writes as it Rolls*

**3 BRILLIANT COLOR COMBINATIONS**  
Rich maroon and silver  
Lustrous black and silver  
Dove gray and silver

**LONG TIME WRITING FEATURE**  
Specially developed blot-proof ink flows steadily without skips.

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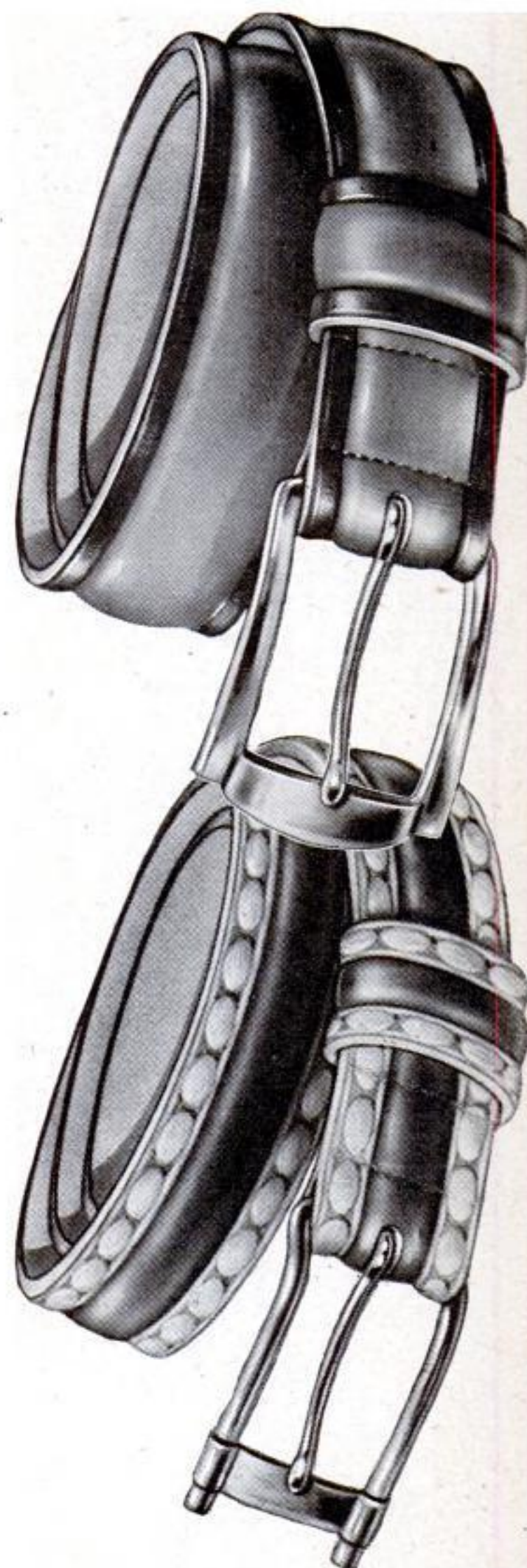
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PARIS BELTS, GARTERS, SUSPENDERS

CONTINUED ON PAGE 10



Almost possible  
with wonderful new Benex  
Brushless Shave



# beards become **1/5 water** with new

Son, Benex turns bristles into blotters (lets 'em soak up 20% of their weight in water). And *keeps* 'em that way! They almost fall off your face from sheer saturation!

## Whiskers stay soaked, all shave long!

Smooth the wonderful stuff on your wet face. Swish!... it's melting the tough, oily, razor-fighting hide off your bristles! Your beard starts taking on

water faster than a summer cottage in a storm. And Benex *keeps* it drenched!

## You can darn near brush 'em off!

Literally! The soggiest, most spineless excuses for bristles that ever hollered, "Uncle!" for a blade! Keep-'em-moist Benex lets you breeze through shaving! And then... Brother! Look at that face!... and tell those movie stars to move over. Get Benex today!

Product of Bristol-Myers





# False Teeth Wearers

## You can't Brush-Off

### DENTURE BREATH



Millions solve this serious social problem with Polident's positive, soaking action



Soak plate or bridge in Polident fifteen minutes or longer, rinse, and it's ready to use. A daily Polident bath gets into corners brushing never seems to reach, keeps dentures clean, bright, odor-free!

**D**ENTURE BREATH is a serious social problem. It may make your close presence distasteful to friends or family, and give you away to others who would never guess you wear false teeth. You can't "brush off" DENTURE BREATH!

Brushing dental plates with tooth pastes, powders or soap may scratch delicate plate material, 60 times softer than natural teeth. Food particles and film collect in these unseen scratches—causing offensive DENTURE BREATH!

With Polident there's no brushing, no fear of DENTURE BREATH. Daily soaking keeps dentures sparkling clean, odor-free. Polident is recommended by more dentists than any other denture cleanser. Costs less than 1¢ a day to use. 30¢ and 60¢ at all drug stores.

**Use POLIDENT Daily**  
TO KEEP PLATES AND BRIDGES  
CLEAN... AND ODOR-FREE!

## LOOSE PLATES?

Amazing NEW CREAM Holds  
Even Lowers Tight All Day

The makers of Polident have developed a new cream for holding false teeth tight. Its gripping power is so sensational that they guarantee you double your money back if it doesn't hold your plates tighter, longer than anything you ever tried before. If you have used old-fashioned holding

powders and found that you had to apply them three or four times a day, didn't like their taste or messiness, then new Poli-Grip is for you.

Pleasant to use, dainty and economical. With Poli-Grip you can laugh, sing, eat what you want without fear of embarrassment.

Remember Poli-Grip holds plates tight, no matter how they fit.

35¢ and 60¢ tubes at all drug stores.



GUARANTEED BY POLIDENT

## LETTERS TO THE EDITORS

CONTINUED

not possess the light shade of eyelid that typifies the mule. In my opinion the animal is merely a long-eared horse.

CHARLES H. G. REES  
Princeton, N.J.

• Right. Reader Rees correctly spotted a mulish horse, which LIFE's correspondent mistook for a horsey mule.—ED.

### MEDIEVAL LIFE

Sirs:

Forgive me for taking a slightly somber view of your magnificently displayed and somewhat idyllic picture of medieval life (LIFE, May 26), when "hope flashed from the bright banners snapping in the wind on the watch towers . . . gleamed from the armor of the new warrior, the knight . . . echoed from the cries of ladies and squires gaily pursuing the medieval sport of hunting with hawks," under a feudal system which guaranteed "progress toward justice and freedom" by the "belief that every man . . . had an inviolable, immortal soul" and which "gave even the serf a new security and the hope that by tireless effort he might better his lot."

Peasantry has at all times formed an overwhelming majority of the European population, and if religion thrived under feudalism it was because, of all systems of oppression, feudalism was the most cruel and lasted longest—a matter of some 13 centuries. The peasants were not merely, as you fairly say, chained to the soil of their masters, giving them gratis work several days a week (from 2 to 6), subject to sale as a chattel, paying various fees, etc. They owed their feudal lord all sorts of dues and labor, including public works without pay, free transportation, enforced hospitality, selling only to their landlord and buying only from him at prices fixed exclusively by him. When serfdom was abolished in Western Europe after the French Revolution, it was found that the peasants, on the average, had been bound to some 150 givings and doings for their landlords. The kingdom of Naples had held a record figure: there the feudal barons had extracted 1,395 various privileges, favors and credits from their peasants. The saddest thing in the dolorous history of the European peasant was not his economic exploitation but his utter humiliation as a human being under feudalism: Roman society did not do to its foreign slaves what feudal society did to its Christian serfs at a time when the Church of Rome bossed the kings and was the largest single owner of serfs and estates in Europe (at the end of the 14th Century the Church of Rome held nearly one third of all lands in Germany, France and England). . . .

Of the entire human race today about two thirds are peasants. In 1904 a peasant philosopher in the former Hapsburg Empire let himself go: "Men, don't be silly! History belongs to kings and nobles. The dust of your forefathers could tell you only of torture and slavery. You have no past—yours is the future."

STOYAN PRIBICHEVICH  
New York, N.Y.

Sirs:

How could you mess up that marvelous exposition of medieval life by a story which started out with the an-



No daily suffering is more agonizing than the torture of throbbing, burning, itching, sweaty feet. When feet hurt, you "hurt all over."

Why endure such foot torture—when thanks to a remarkable soothing, cleansing, deodorizing medicated powder, you can walk around as though you hadn't a care in the world!

Called **Meritt Medicated Powder**, this remarkable product is compounded on known scientific principles from a time-tested pharmacist's prescription. Goes to work almost instantly to bring blessed foot relief. Ingredients medically recognized for cooling; for drying up germ-breeding foot moisture; for absorbing foot odors; for destroying many common types of germs including athlete's foot fungus. Thus, Meritt amazingly relieves itching, burning, chafing; checks that clammy, sweaty feeling. Tell-tale "foot sufferer" facial lines tend to disappear. Wonderful for women who go stockingless; keeps feet dry, comfortable. And tests show that with dry feet, nylon stockings wear and wear!

Thousands of packages of Meritt already sold; proof of outstanding success. Replacement or refund of money guaranteed by Good Housekeeping if not as advertised therein. Ingredients plainly printed on package; ask your doctor. At druggist's look for familiar blue-and-silver patented "powder-spray" can; wonderfully convenient to use—no muss, no waste. So get Meritt Medicated Powder today. Why suffer?

**NOTE:** If your druggist hasn't received Meritt Powder yet, send 50¢ for your first package to Meritt Chemical Co., Inc., Dept. E3, Greensboro, N. C. Money back if not delighted.



## It shouldn't happen to a dog!

"I've been feeling as low as a dog-catcher, lately. I've got worms—and they shouldn't happen to any dog!"

"Sergeant's SURE SHOT Capsules are what I need. They clean out worms fast, surely, and safely. For pups, and small dogs weighing less than 10 pounds, use Sergeant's Puppy Capsules. They're specially made for worming the little fellows."

Sergeant's 73 years of clinical research have developed 19 dependable dog care products. Each one helps you to give your dog the care he deserves.



• You can keep your dog happy and healthy with just a little attention. Sergeant's new FREE Dog Book contains many interesting dog care hints. Ask for it at any drug or pet store, or write Sergeant's, Richmond 20, Virginia.

## Sergeant's

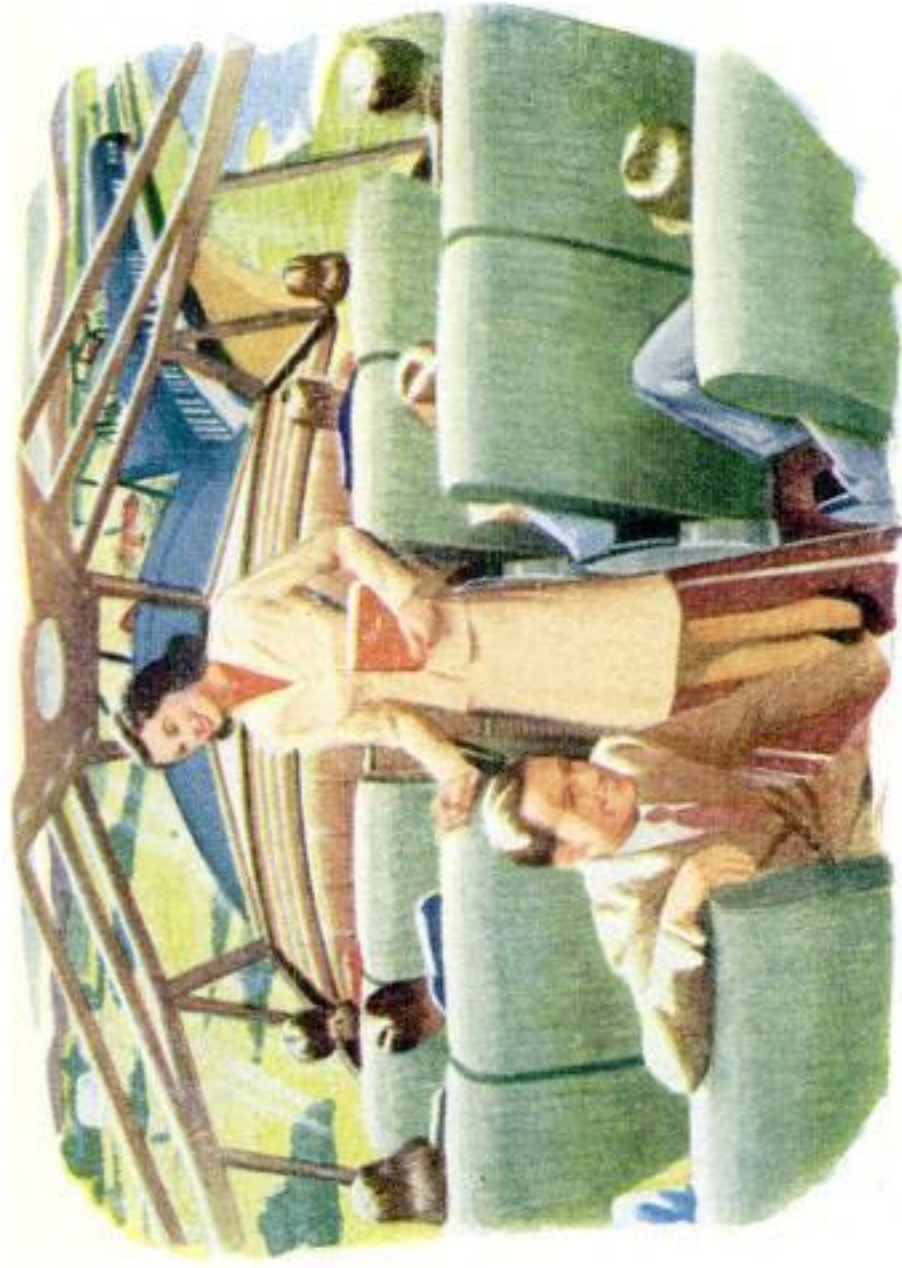
### DOG CARE PRODUCTS

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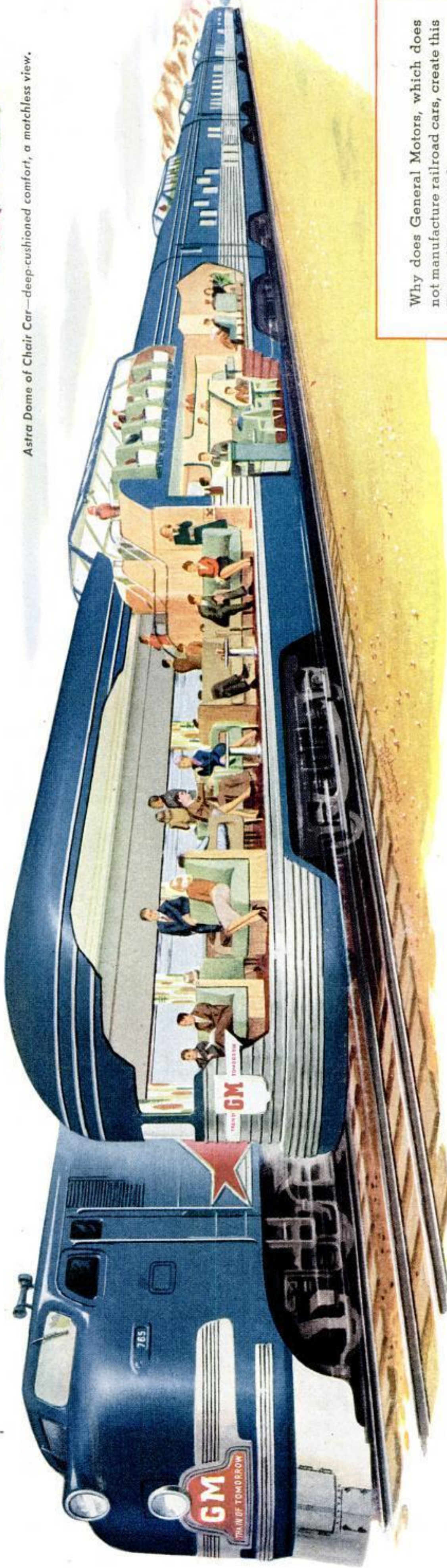


# It's years ahead of schedule

## General Motors' *Exciting New* Train of Tomorrow



Astra Dome of Chair Car—deep-cushioned comfort, a matchless view.



Starting this month, this Diesel-powered train of the future will bring to many leading American cities a preview of some of the luxurious comforts in store for railroad travelers.

This new and wonderful train is unlike any that ever rolled into your local station. As yet, it isn't on the schedule of any railroad. But in it you'll see equipment and appointments which we hope will provide new enjoyment, comfort and utility in future railway travel.

Stroll through the Train of Tomorrow and

see the many new and better things for the first time assembled in one complete train.

Conceived by General Motors engineers and stylists, this new train, from the powerful Diesel locomotive to its unique and beautiful observation car, is packed throughout with vivid and stimulating ideas for future travel pleasure. Among these is the Astra Dome, a 32-foot glass-enclosed observation deck built into the roof of every car—

giving passengers a giraffe's-eye view of the passing landscape and skyline.

You'll see a roof garden diner — a sleeping car rich in space, good taste and comfort. You'll see a super-restful, roomy chair car — a luxuriously appointed observation lounge.

Local newspapers will tell you when this blue and silver dream-come-true will be on display in your section of the country. Be sure to see it.

"MORE AND BETTER THINGS FOR MORE PEOPLE"  
**GENERAL MOTORS**

THE PEOPLE PROFIT  
WHEN A BUSINESS PROSPERS

Why does General Motors, which does not manufacture railroad cars, create this Train of Tomorrow?

Because Electro-Motive, Frigidaire, Hyatt Bearings, Delco Products and Detroit Diesel Engine Divisions of General Motors provide the railroads with such important products as Diesel locomotives, Diesel-Generator sets, anti-friction journal bearings and refrigerating and air-conditioning equipment.

Because all through our history we have been interested in the improvement of all forms of travel, and creating this train has given us still another opportunity to fulfill our aim of "MORE AND BETTER THINGS FOR MORE PEOPLE."

On the Air: HENRY J. TAYLOR, Monday and Friday evenings, over 350 Mutual stations, coast to coast. Hear him!



The luscious sweetness of  
**TREE-RIPENED Florida Oranges**

# BLENDED

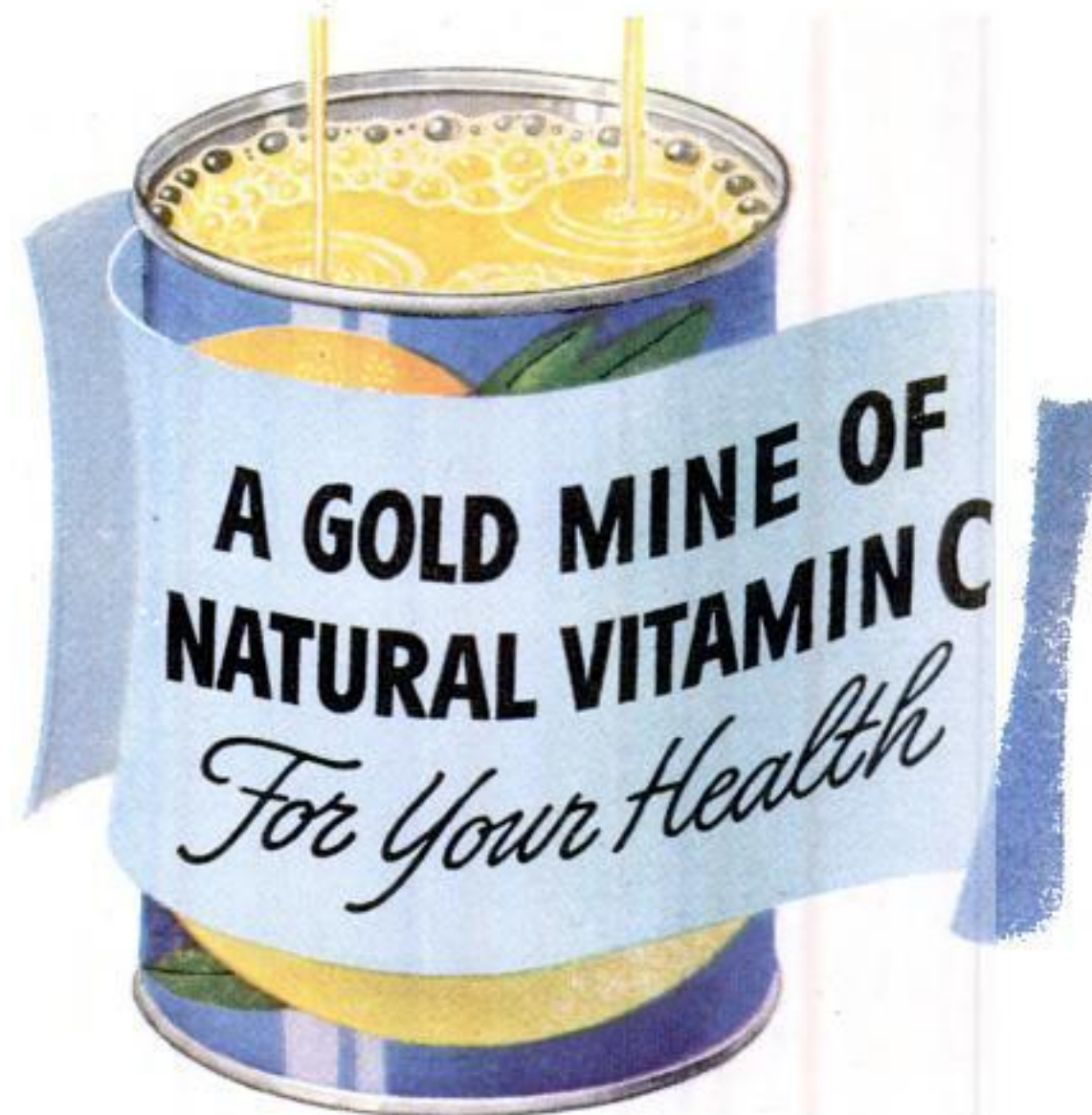


**DELICIOUS?** It's as though you picked the fresh, tree-ripened oranges and grapefruit in sunny Florida groves—and squeezed the luscious juices of the two fruits into a frosty glass!



**JUST OPEN THE CAN AND POUR.** That's all you have to do to enjoy this delectable blend, which you can buy most economically. What a helping hand in saving trouble and time and cash!

with the fresh  
fruity tang of  
Florida's finest  
grapefruit juice!



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\*Reg. U. S. Pat. Off.

## LETTERS TO THE EDITORS

CONTINUED

tiquated myth of a Last Judgment  
panic in 999 A.D.?

The fantastic tale concerning panic-stricken medieval Europe was exploded way back in 1908 by a French historian (Duval, *Les Terreurs de L'An Mille*). Ever since you and I were knee-high American medievalists have been patiently correcting those naive popularizers of history who still insist on peddling the story. Here is an authoritative pronouncement on the matter, printed a quarter of a century ago in a well-known, reliable handbook, the *Cambridge Medieval History*:

"Historians have long believed that, as the year 1000 drew near, the populations, numb with terror, and, as it were, paralysed, awaited in painful anxiety, crowded together in the churches with their faces to the ground, the catastrophe in which they believed the world was about to founder. A few passages from contemporaries, wrongly interpreted, account for this erroneous impression. As the thousandth year approached, the people small and great, priests and lay folk, continued the same way of life as in the past, without being alarmed by those apocalyptic threats in which, even after the thousandth year was past, certain gloomy spirits continued to indulge. Before as after the year 1000, as the facts brought together throughout the whole of this volume abundantly prove, feudal society, wholly given up to its warlike instincts and its passion for violence, still went on dreaming of smashing blows to be dealt and great conquests to be achieved."...

LOREN C. MACKINNEY  
Professor of History

University of North Carolina  
Chapel Hill, N.C.

● LIFE firmly stated that "historians regard this chronicle [of the year 1000] as an overimaginative version of events," hopes that historians will not be undone by the retelling of an old story.—ED.

Sirs:

You refer to backgammon as a popular pastime during the medieval period. The game being played is a French version called *lourche*, which did resemble the present-day backgammon. This form of leisure sport became so popular that the French noun *lourche* was derived from the unfavorable position one player was often in at the end of the contest and came to mean any hopeless situation.

This word found its way into English and is now used in the phrase "left in the lurch."

ROBERT M. SANOW

Philadelphia, Pa.

STRYKER

Sirs:

Lloyd Paul Stryker (LIFE, May 26) possessed a husky pair of shoulders as well as a facile mind while a student at Hamilton College. According to the college records, he was holder of the college "dip" record every year during his four years here.

The "dip," I might add, was the 1906 term for what we call "push-ups" in calisthenics today.

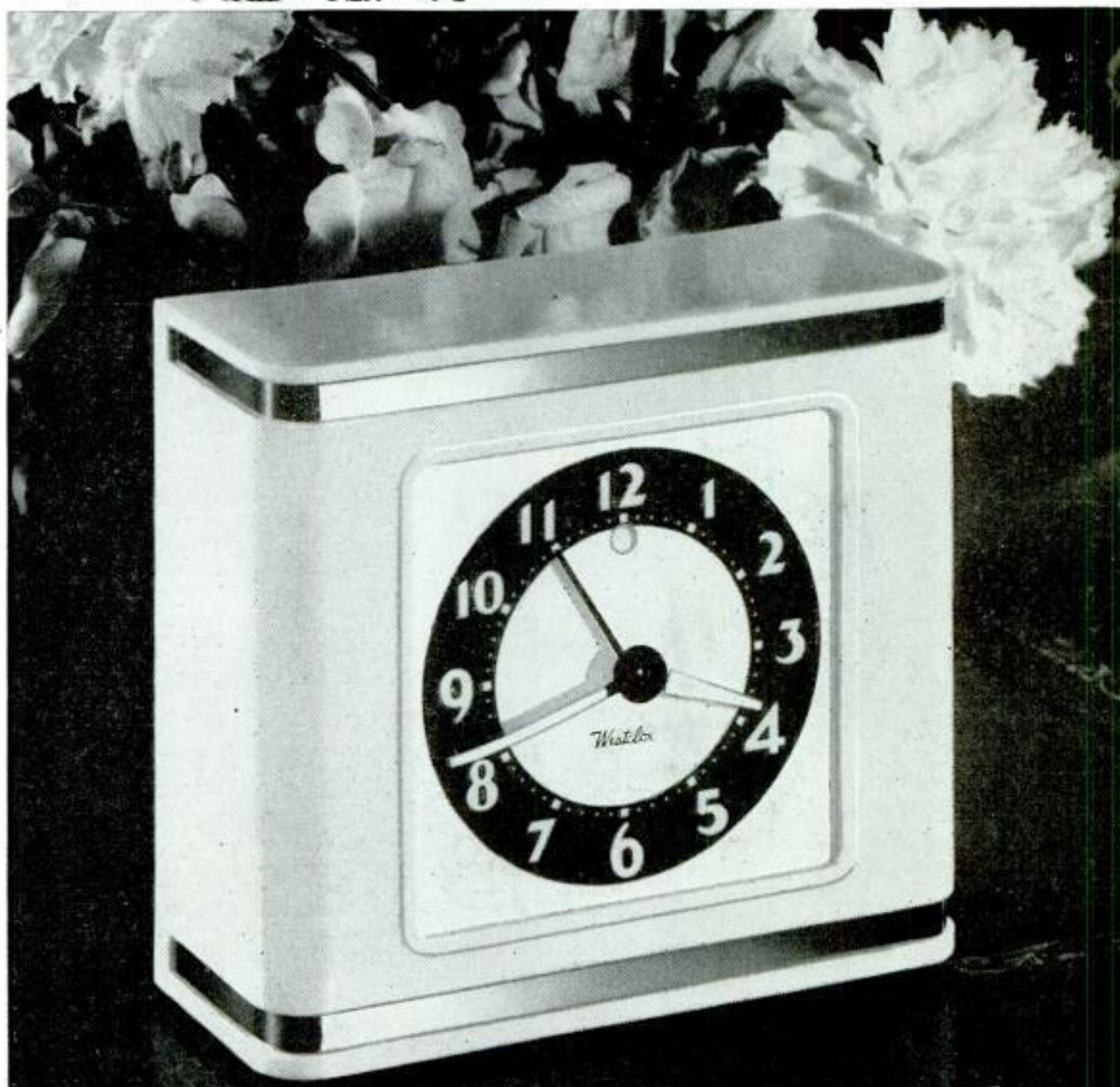
GEORGE S. TILLMAN  
Managing Editor

Hamilton Alumni Review  
Clinton, N.Y.

● Lawyer Stryker's "dips" were no ordinary push-ups but done on par-



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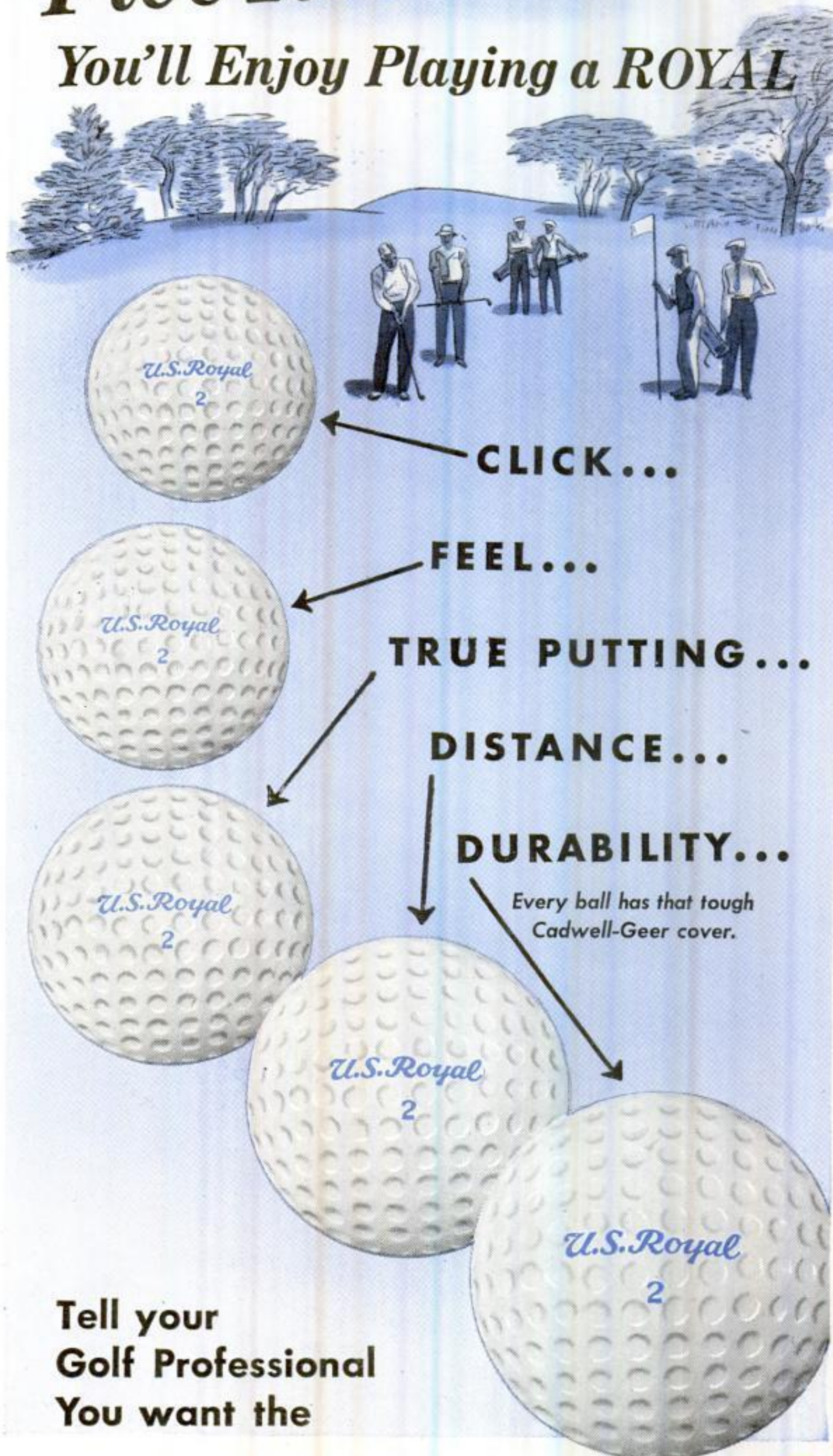
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on your game with  
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## LETTERS TO THE EDITORS

CONTINUED

allel bars without touching feet to ground. His record: 21.—ED.

Sirs:

I wish to take amateur exception to your verdict of the clinching maneuver which defeated a motion for a \$50,000 judgment for the blind boy in Albany, N.Y. 17 years ago, in your close-up of Lawyer Paul Stryker.

I remember the case quite well. Although I am not a legalist, I find that attendance in law courts is more educational entertainment and (more importantly, to an educator) much less expensive than almost any form of public entertainment. Accordingly I witnessed the third "mistrial" of the appellant youngster who had visited a doctor in Troy with a mild inflammation of the eyes due to a cold and who, after one treatment with a "mild wash" by the defendant, was unable to see again.

According to my hearsay of the case a millionaire barrister from Saratoga named Leary undertook to finance the case personally as a test of the acknowledged impossibility of winning a verdict of malpractice against the organized front of the American Medical Association.

Unable to secure a member of this medical monopoly to testify against a fellow doctor (according to a standard agreement which was introduced as evidence), Leary personally paid the expenses of an eye specialist from Europe who testified emphatically that any animal would have been blinded by the eye wash prescribed by the accused. During the case Leary established that each of a dozen or so American specialists was being paid \$50 a day by the A.M.A. to testify for the defense.

It is true that Leary used emotional tactics, e.g.: picturing the countless Christmases this boy would fail to witness (the trial was in December), and it is true that Stryker was nicely clever in quoting pertinent citations by volume and page which the judge was careful to authenticate, but the fact is that the verdict was 11 to 1 for a \$50,000 judgment in each of the three attempts to try this case.

W. SMITH O'BRIEN  
Principal

Round Valley High School  
Eagar-Springerville, Ariz.

### FLYING L

Sirs:

Flying L dude-ranch airpark ("Flying Ranch Fashions," LIFE, May 26) looks like the answer to a private pilot's dream. Most of us can't use the clothes but we could use the airpark. Where is it?

DICK POWELL

Hollywood, Calif.

Sirs:

Your presentation of Southwestern sportswear fashions is somewhat comparable to a book review which fails to mention the author's name or the plot's locale. The showing in its entirety was the conception and creation of Dallas' famed specialty store, the Neiman-Marcus Company, which had the clothes designed, the designers flown out and the show put on at the Flying L Ranch.

The ranch, incidentally, is at Bandera, Texas in the hill country north of San Antonio.

HOLLAND MCCOMBS

Dallas, Texas

CONTINUED ON PAGE 16

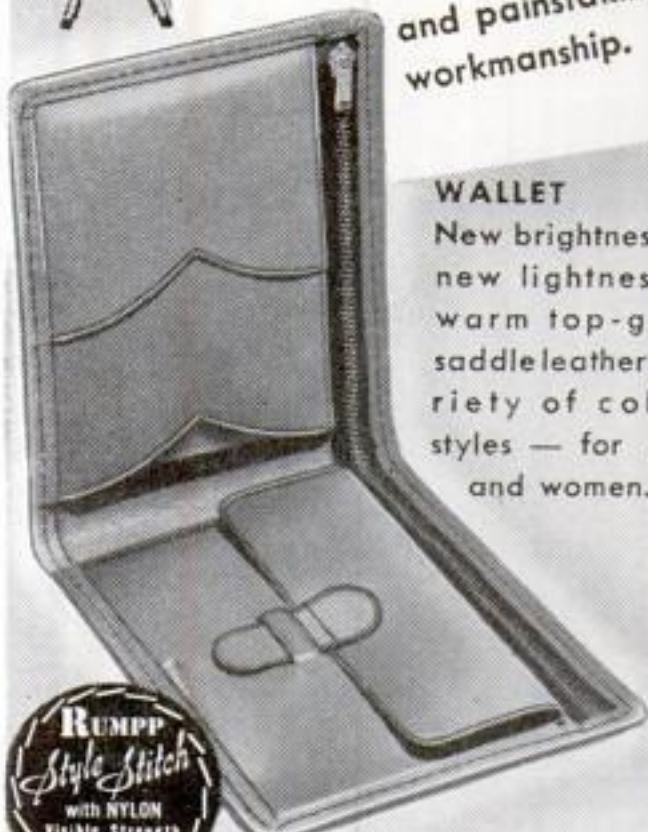
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## LETTERS TO THE EDITORS

CONTINUED

### LAS VEGAS

Sirs:

On behalf of the management of the Las Vegas Club, I wish to congratulate LIFE on the interesting pictorial review of Las Vegas, the last frontier town of America ("Las Vegas Strikes It Rich," LIFE, May 26). However I would like to comment on the sentence under the picture captioned "Nick the Greek" which reads, "He is rarely photographed because his bodyguards enjoy smashing cameras."

Nick is not only a personal friend of mine but, during the past several months, has gambled thousands of dollars on the faro bank at the Las Vegas Club. He is noted in Las Vegas for his friendliness and consistent good nature—win, lose, or draw—and LIFE's reference to Nick's bodyguards has prompted many a chuckle hereabouts.

But apart from the chuckles we would like to correct the impression such a statement might leave in the minds of LIFE readers who reside in states where gambling is a behind-the-door racket. In Nevada it is legal. There is no need for bodyguards. And the dealers, pit bosses and men and women who make their living in the gambling business are respected members of Nevada communities. A great percentage of them are family homeowners with children in school, and all are imbued with a civic-mindedness rarely evidenced in the citizenry of more prosaic communities.

In Las Vegas a "bodyguard" is something a tourist places overhead to protect himself while basking in the sun on a warm December day.

FRED MERRILL  
Manager

Las Vegas Club  
Las Vegas, Nev.

● If Nick the Greek doesn't have bodyguards, who are those men who grab photographers' cameras and remove the film?—ED.

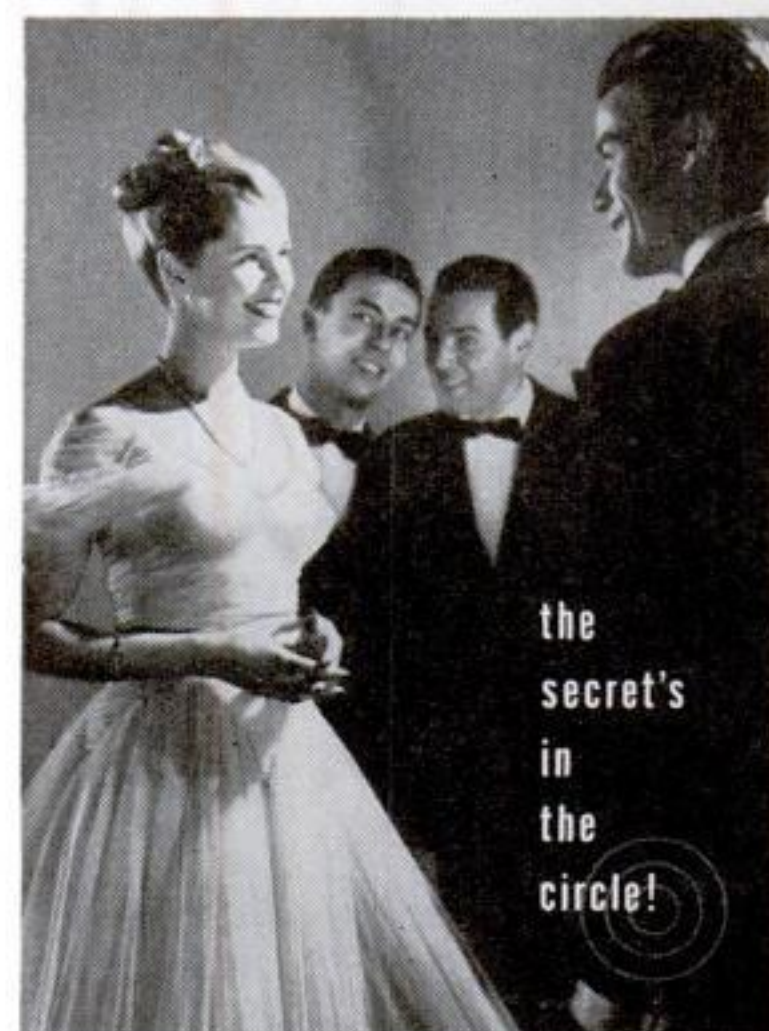
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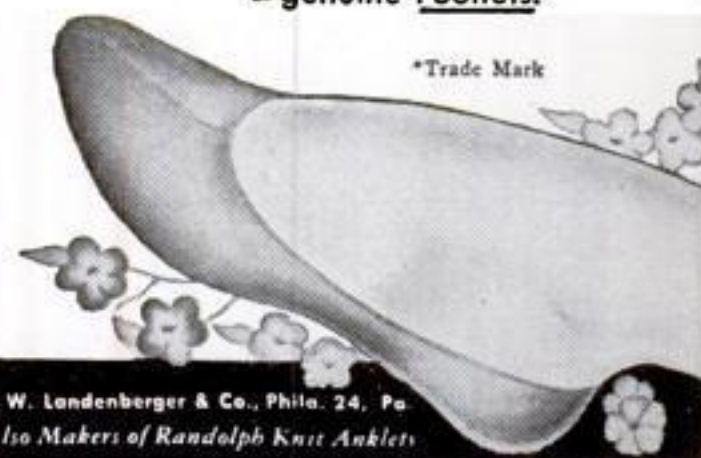
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Their wedding day . . . and as the  
familiar strains of Lohengrin's wed-  
ding march fade softly into the back-  
ground, their hands and hearts are  
joined before the altar. Then those  
solemn words are spoken . . . "with  
all my worldly goods, I thee endow"  
. . . the age-old promise of a lifetime  
of love and devotion for one another.  
Those few short words hold a world  
of meaning. They are his pledge  
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**BUT BY THE TIME HE STARTS HOISTING HIS**

## ***SPEAKING OF PICTURES...***

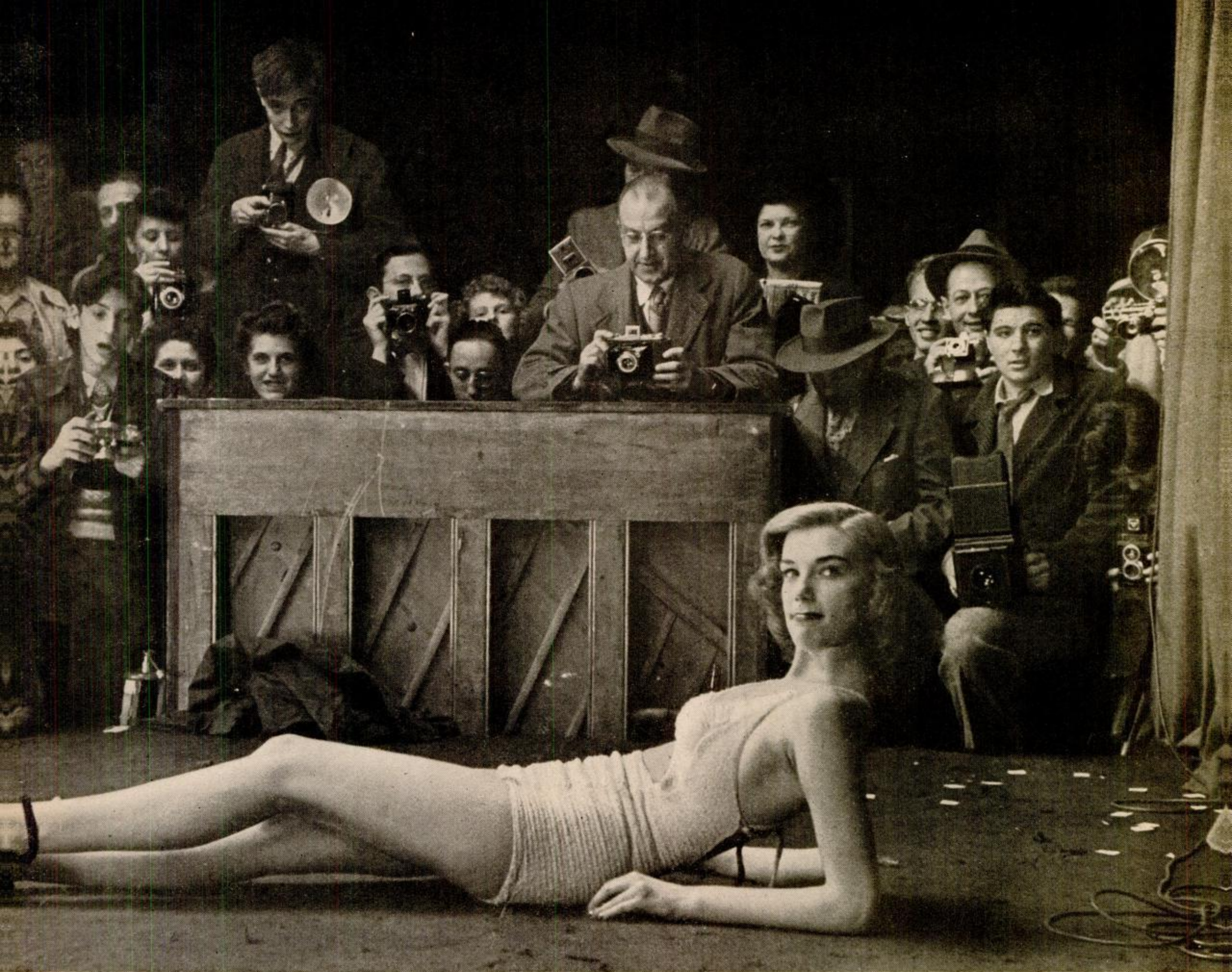
### **...AMATEUR PHOTOGRAPHERS RUN WILD FOR THREE DAYS**

Girls like the tired blonde above are rapidly becoming standard equipment in a mushrooming national phenomenon—the amateur photographers' field day. These weird exercises, enthusiastically encouraged by camera dealers who annually sell America's 25 million camera owners vast sums of photographic paraphernalia, are supposed to provide ambitious amateurs with a rare chance to photograph experienced models and soak up advice from professional photographers. Undoubtedly the biggest and most chaotic camera spree so far this year took place recently in New York's 71st Infantry Armory. For a 50¢ admission fee, 40,000 sweating tyros from ages 8 to 72 knelt, squatted and sprawled all over a huge arena to snap pictures of pretty models in bathing suits, peripatetic movie actresses and even each other. In three long days of frantic shooting they made at least half a million still pictures and ate their way through five barrels of hot dogs. Everybody had a fine time except the 10 exhausted models, who got \$100 each for an average 21 hours' work. Said one, "I got mighty tired of little kids squeezing up close to me and popping flash bulbs right in my face."



**PERSPIRING CAMERAMEN**, some of whom traveled from Illinois, screamed instructions at the models, used everything from \$4 Brownies to \$1,500 Leica outfits.





**CAMERA FOR A PICTURE, THE MODEL, A TIRED YOUNG LADY WITH SORE KNEES, NAMED GLADYS JOSEPH, HAS PLAINLY HAD ENOUGH**



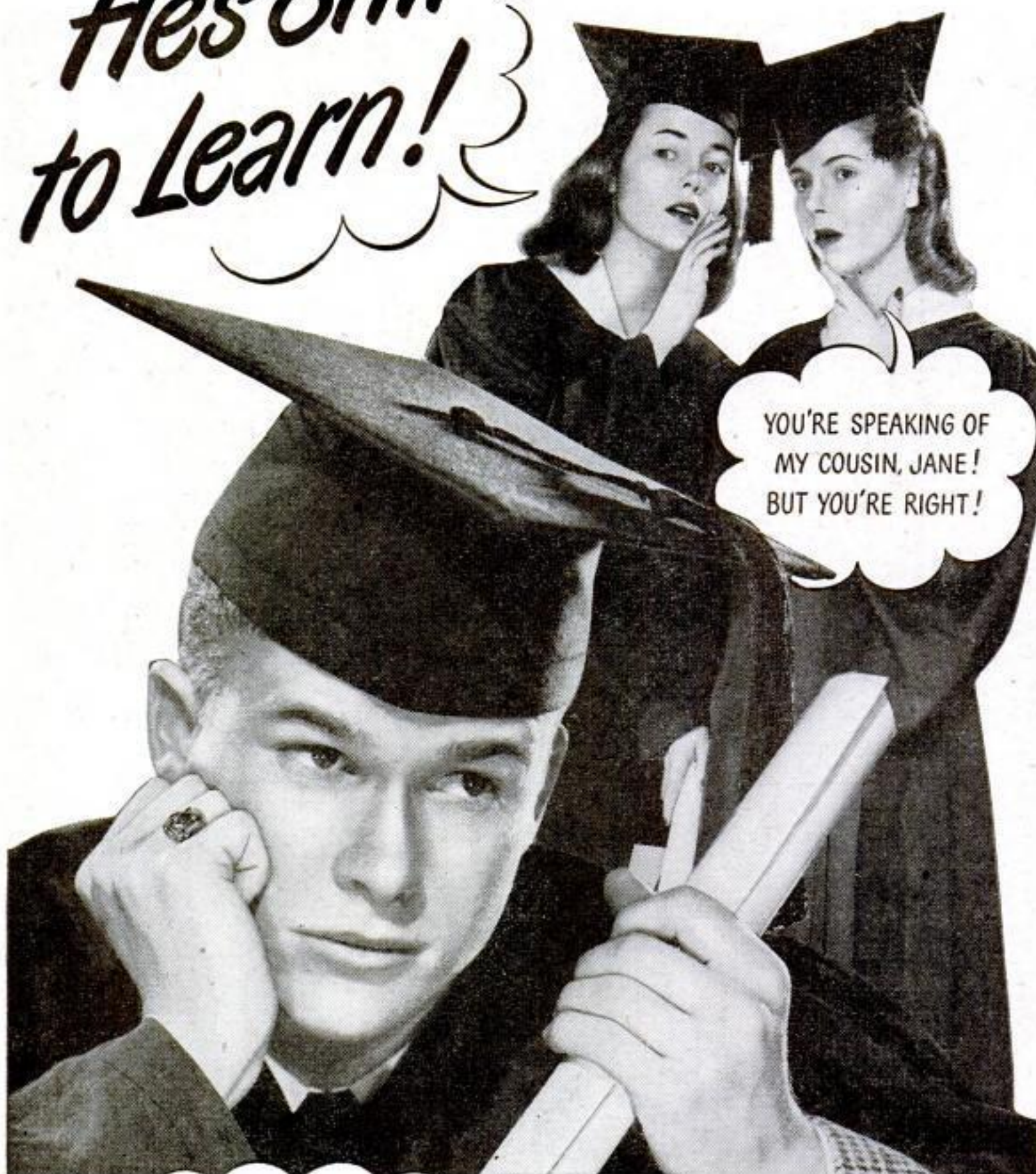
**YOUNG FAN** is completely bewildered by the whole thing, but her busy escort seems to know what he is doing. Many fans brought their own stepladders for high angle shots.



**BEARDED PHOTOGRAPHER** turned up early every day, stayed late and, like most male participants, spent a lot of time just looking at pretty models like Mary Maguire.



*He's Still Got a Lot to Learn!*



**LATER—Thanks to Colgate Dental Cream**



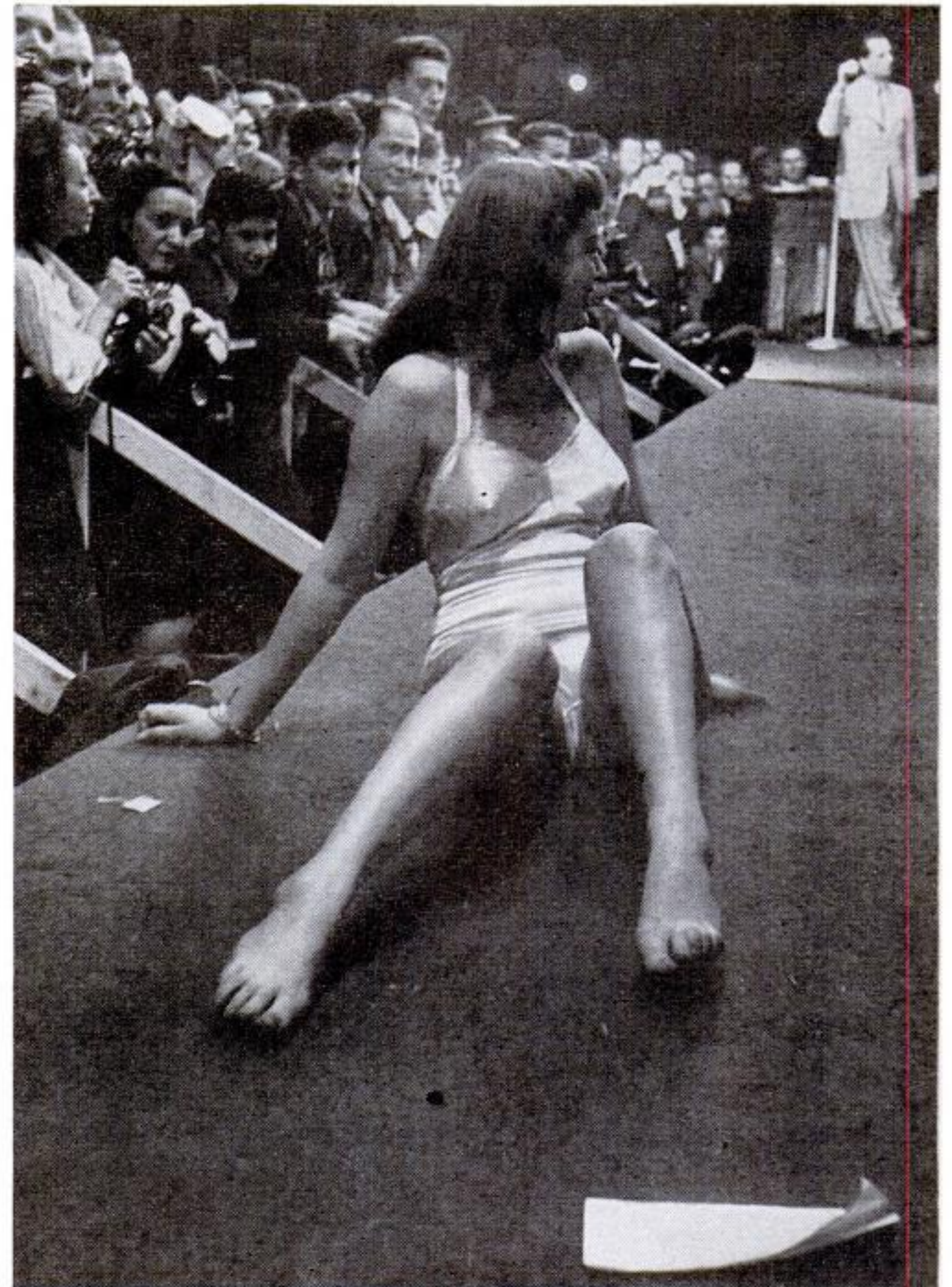
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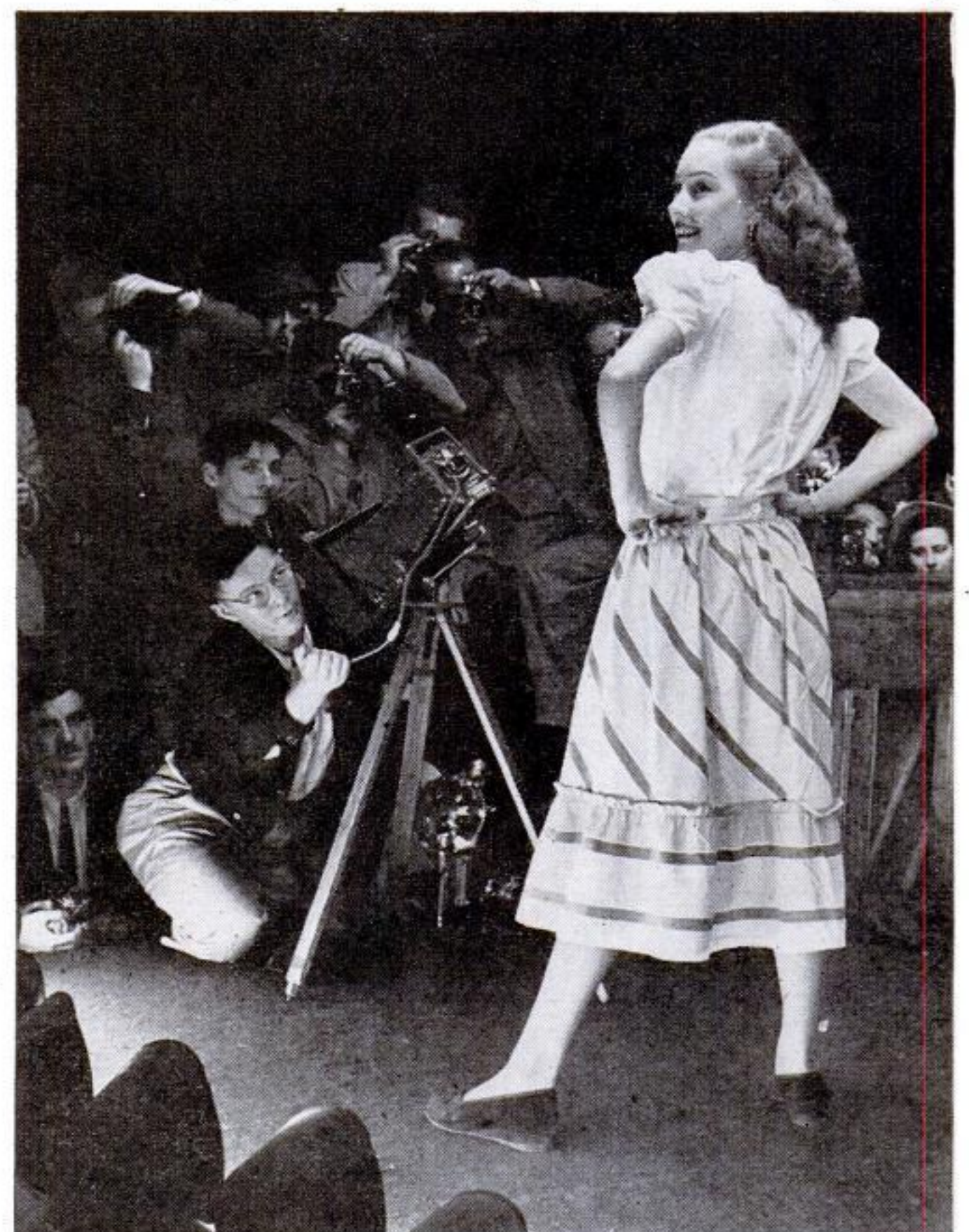
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after you eat and before  
every date

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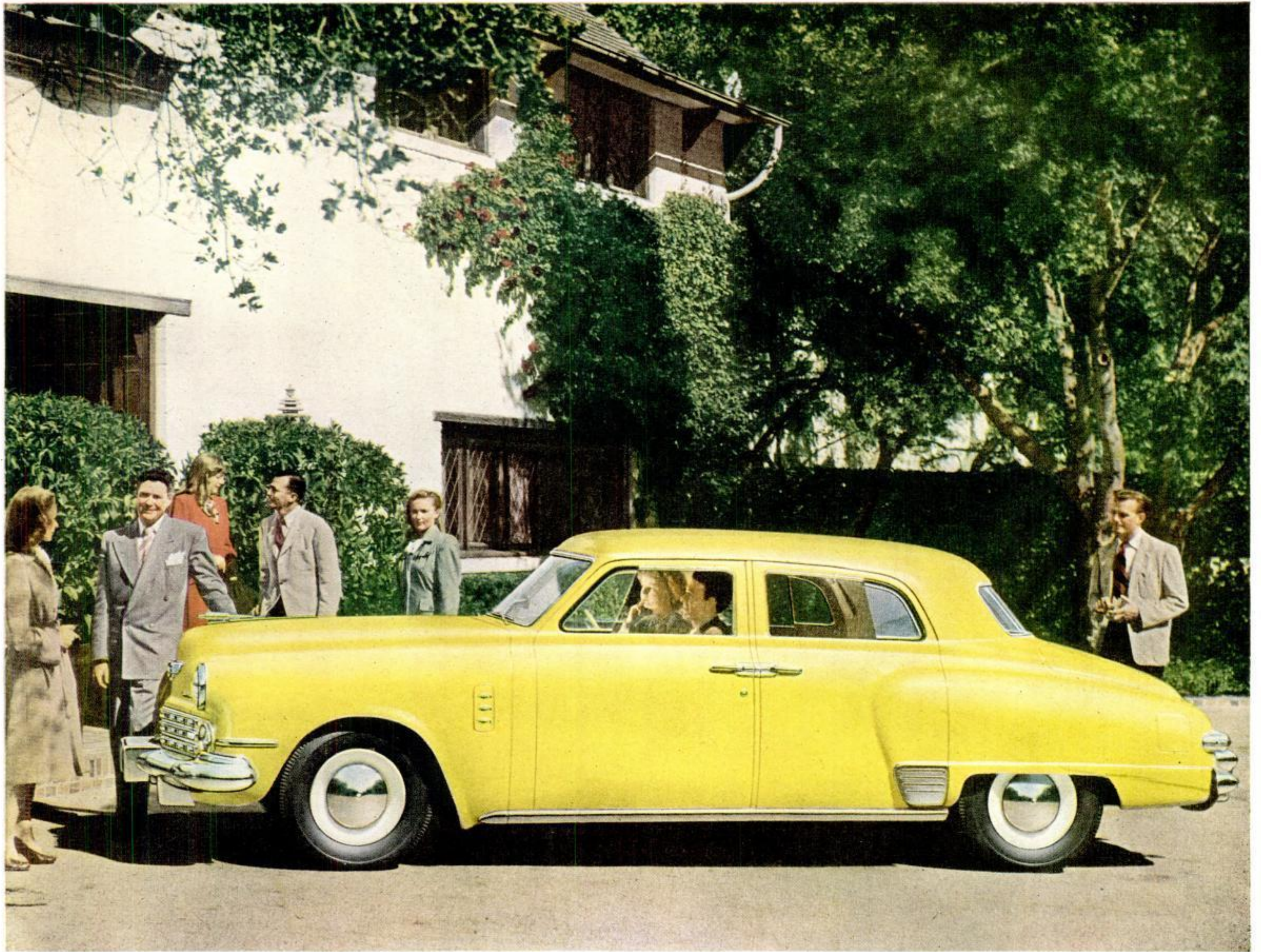


**OBLIGING MODEL** twists around to get posing instructions from the eager cameramen who packed in five and six deep on both sides of a long runway



**CROUCHING FAN** makes a close-up with bellows camera. Two dealers' associations and U. S. Camera spent \$25,000 to give the amateurs a good time.





Actual color photograph of 1947 Studebaker Regal De Luxe Land Cruiser

## We can photograph everything but the ride of this ultra-luxurious postwar Studebaker



**More value for your money, thanks to top-quality craftsmanship!** The distinctive postwar Studebakers, with their exclusive "black light" instrument panel dials and self-adjusting brakes, are proudly built by competent craftsmen—solid citizens who want you to get a full measure of money's worth. Many of Studebaker's craftsmen, like Anthony and William Gilpin pictured, are members of unique father-and-son teams.

**W**HAT the camera fails to show you in this picture is the 1947 Studebaker's thrilling new kind of performance.

No car ever gave you such a ride. It's a postwar achievement that simply cannot be illustrated—or even adequately described.

Owners try to tell you. They speak with forthright fervor about the flashing liveliness, the amazing handling ease, the low-swung, broad-beamed, sure-footed comfort of this revolutionary automobile.

But once you take its wheel yourself, everything you've heard seems understated. You find the performance of this photogenic dream car almost uncanny.

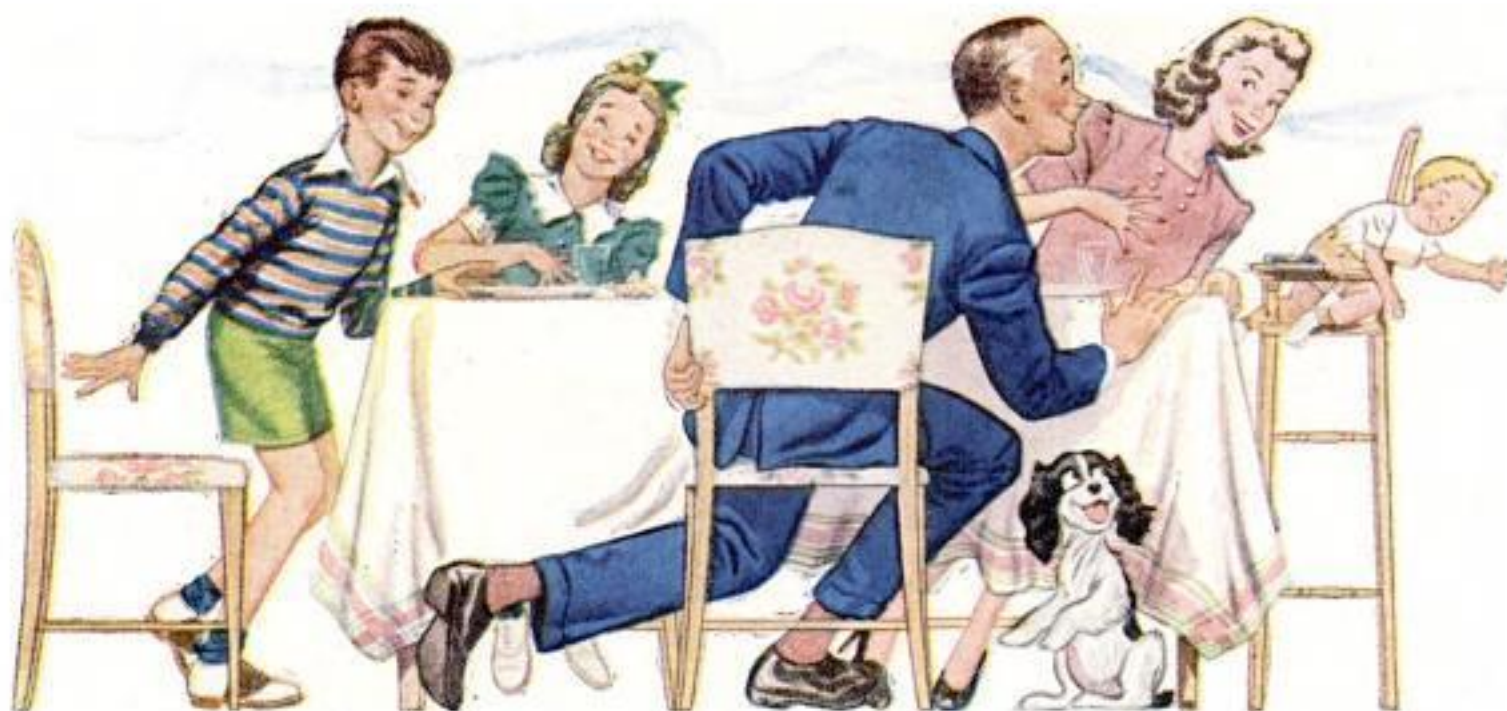
Pacing the first distinctive Champions and Commanders, there's now a third sensational postwar Studebaker. It's the ultra-luxurious, ultra-roomy, extra-long-wheelbase Land Cruiser sedan pictured above—a completely new, top-quality automobile richly finished and appointed.

Make sure your new-car money buys something really new. See the breathtaking Land Cruiser and the other beautiful new postwar Studebakers now at your nearest Studebaker showroom.

**STUDEBAKER**  
*First by far with a  
postwar car*

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Its wood-smoky fragrance warms up appetites

## AMERICA'S LUXURY BACON

Hand Picked • Sugar Cured • Tender Smoked



The best and  
nothing but the best  
is labeled

**ARMOUR** ★

This-n-that on  
good eating

BY

Marie Gifford



Director, Armour Consumer Service

Do you know how to cook a *large* amount of bacon—in *less* time—with the *least* watching? For instance, you have company—you're planning bacon 'n' rarebit—you're plenty busy! That's the time to **BAKE** your bacon. It's time-saving, temper-saving!

**How to bake bacon.** Just place bacon strips on rack in shallow pan with fat edges overlapping the lean edges. Bake on top shelf of oven at 400° F. for 12 to 15 minutes or until crisp. No turning is necessary—all the strips are done at once—and the bacon is *delicious*!



**Baby knows best . . .** The way baby goes for Armour Star Bacon proves he certainly *does* know what's good! Good for him, too! Because bacon is the very first meat doctors recommend for babies. It's nutritious, easily digested, a wonderful energy food for your child.

**More flavor — less shrinkage.** Do you know why Armour Star Bacon is called America's Luxury Bacon? It's *dry* sugar-cured—the slow, sure way. No water or curing solution is added—that's why there's none to cook away!



**Party deviltry!** You can have your fun—and eat, too! Because it doesn't take all day—and all your patience—to make hors d'oeuvres with Armour's Deviled Spreads! Just cut toast and spread! For flair without fuss try Deviled Ham sprinkled with chopped watercress—Deviled Tongue with capers—Liver Spread on buttered rye toast!



**Fit for a king**—Tender, young asparagus dripping golden, melted Cloverbloom Butter—that's calculated to make any guest feel like visiting royalty! And you'll find Cloverbloom Butter *always* has the same delicate, delicious flavor—fresh as all outdoors!

**Free recipes**—For new and interesting bacon recipes—write Marie Gifford, Dept. 83, P. O. Box 2053, Chicago 9, Ill.



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## LIFE'S COVER

Wallace Royce Haywood, the Hatteras boy who this week appears on LIFE's cover and also on page 133, is the 6-year-old son, grandson and great-grandson of Hatteras fishermen. He lives in Avon, a tiny Hatteras Island town of 550 people that is 10 miles north of the perilous cape. Born virtually within the shadow of famous Hatteras Light, Wallace was watching the launching of a new boat when Photographer Kosti Ruohomaa found him. To a little boy reared on desolate, nautical Hatteras, that launching was a rare and exciting event.

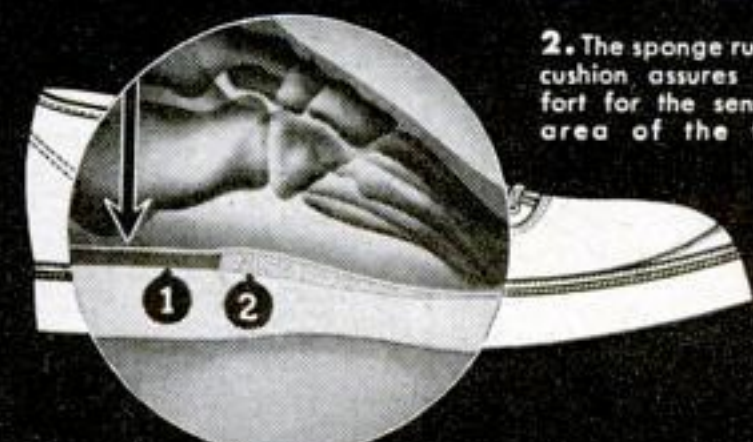
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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



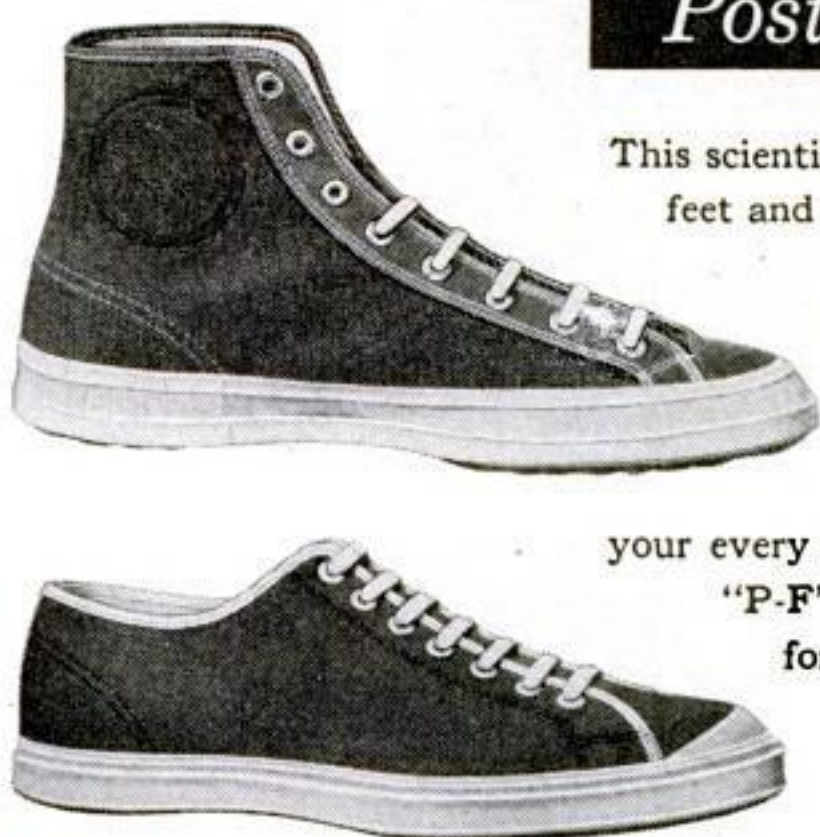
THE X-RAY shows why "P-F" protects feet of all ages!



1. This rigid wedge gives the bones of the foot proper orthopedic support, keeps them in their natural, normal position.

2. The sponge rubber cushion assures comfort for the sensitive area of the foot.

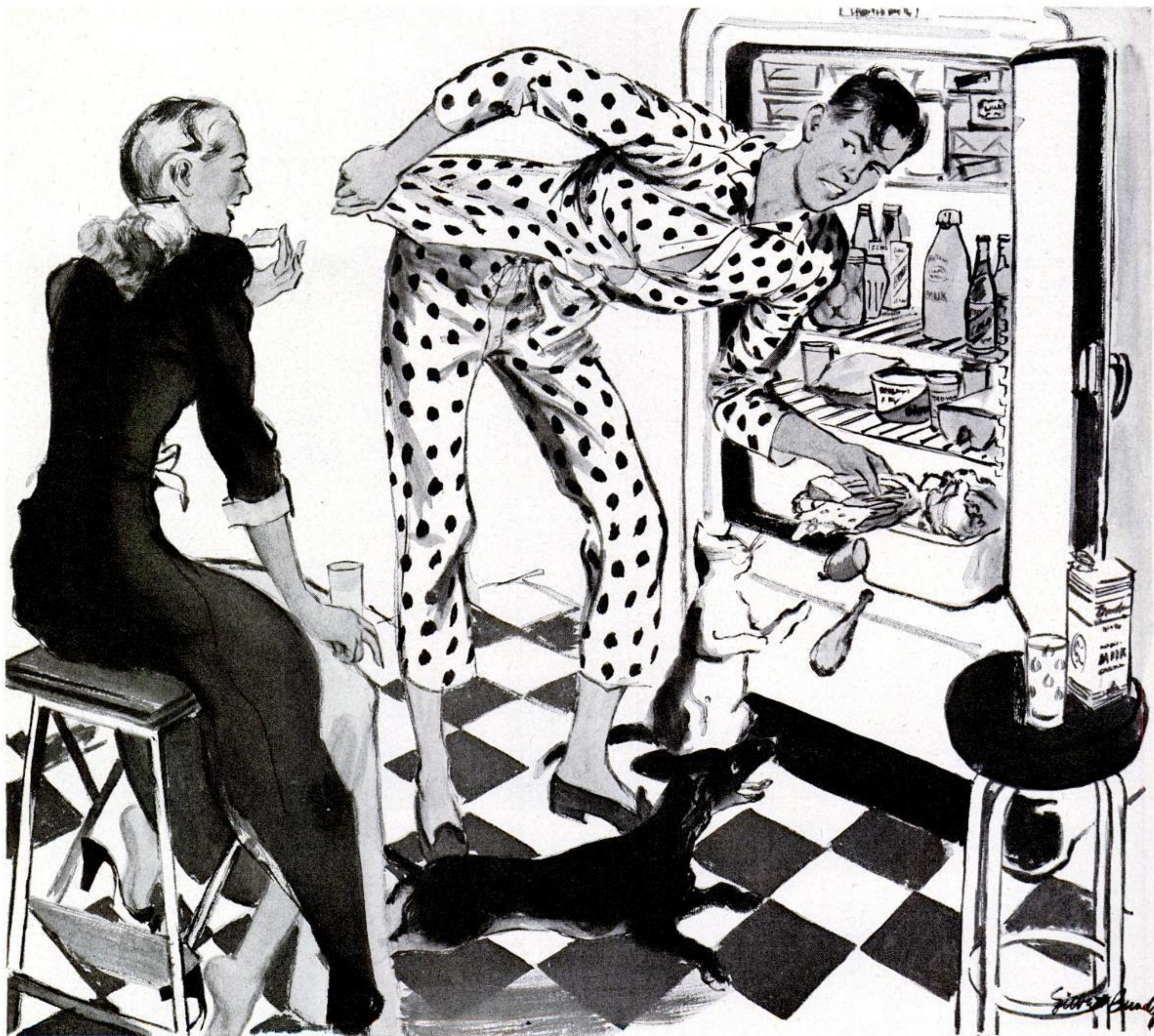
"P-F" means Posture Foundation



This scientific foot protection guards against flat feet and helps keep leg and foot muscles from getting tired! "P-F"—Posture Foundation, is an exclusive, built-in feature and you'll be amazed at the pep it'll put into your activities . . . the solid comfort it'll give your every step. There are new, smart styles in "P-F" canvas shoes . . . many in color . . . for the whole family. And to make sure you get this remarkable foot protection . . . insist on "P-F" canvas shoes.

"P-F" Canvas Shoes made only by B.F. Goodrich and HOOD RUBBER CO.





Next pajamas, old friend,  
look for the "Sanforized" label →

**To be read aloud:** To save your pajamas from excessive shrinkage, look for the "Sanforized" label *before you buy!*

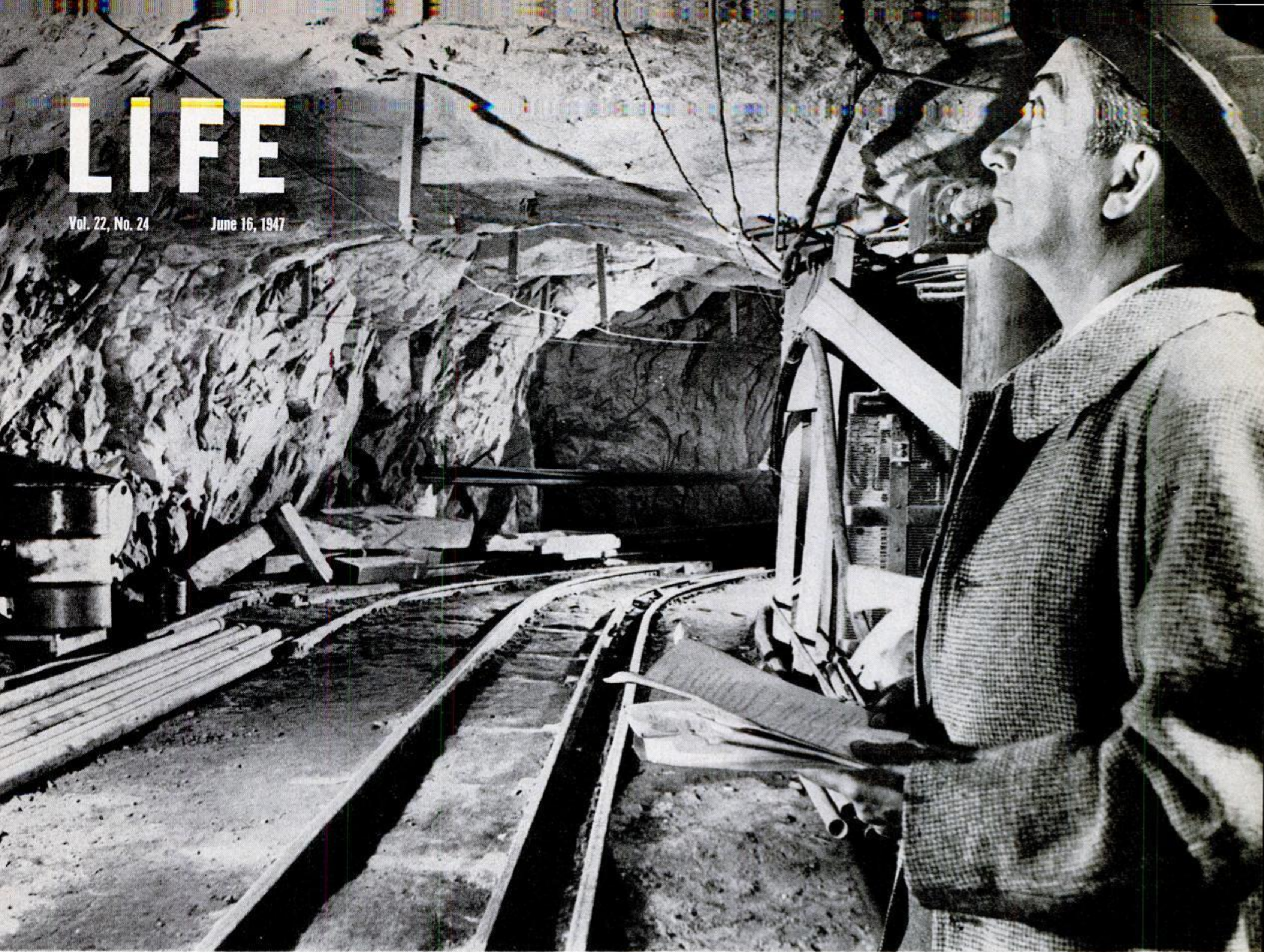
Informed folks *always* look for it on washable shirts, pajamas, work clothes, slacks, women's and children's wear.

**The "Sanforized" label means:** fabric shrinkage held to 1%!



"Sanforized"... the checked standard of shrinkage. The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owner of the trade-mark, to insure maintenance of its established standard by users of the mark. Cluett, Peabody & Co., Inc.





1,700 FEET DOWN IN A NEW JERSEY IRON MINE, ENGINEER GUY PANERO, AT THE REQUEST OF THE ARMY, SEARCHES FOR AN ATOMIC-BOMBPROOF FACTORY SITE

## THE U.S. SURVEYS ITS WEAK DEFENSE

When the Communists took over in Hungary last week (pp. 38-39), President Truman formally called this maneuver "an outrage" and said that the U.S. would not stand idly by. The President spoke in anger and meant what he said, but even as he talked he had upon his desk a document which stole the strength from his words. The document was a report submitted on May 29 by the President's Advisory Commission on Universal Training. Although members of the commission smiled when they gave it to the President (below), they knew that their report was a somber thing indeed. They knew that the U.S., the mightiest military power in the world two years ago, is now pathetically weak, and that even the \$8 billion appropriation for the armed forces this year will do little to strengthen the nation for "possible future warfare" in which "the U.S. stands as the prime target for the aggressor."

Concerning the prospect of aggression the commission said the U.S. has until 1955 to get ready for it. By that time the problem of manufacturing the atomic bomb will probably have been solved by other countries and we shall have lost the one big advantage we now have.

By that time we should be ready for anything. The commission made some specific recommendations for action now: 1) universal military training, 2) disper-

sion of the most vital industry and in some cases construction of new plants underground, 3) unification of the armed forces, 4) creation of a coordinated military intelligence service, 5) strong support of scientific research and development.

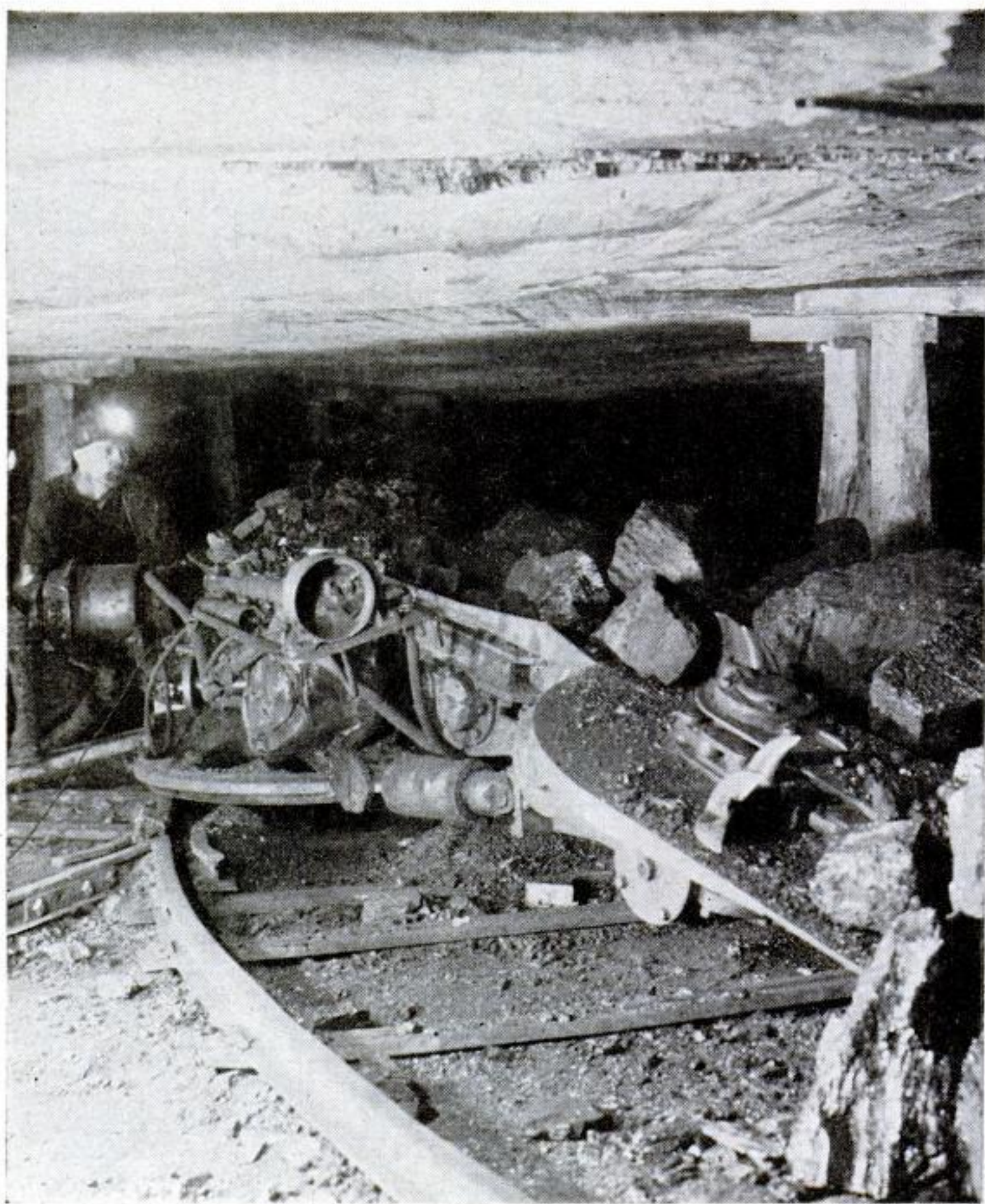
Such radical projects as dispersion of industrial centers (p. 29) and building of underground factories would be tremendously expensive. The Army has made a start by inspecting possible sites (above and next page). Carrying out the other proposals of the commission (training, intelligence, unification and research) requires only the decision to do so plus hard work. Yet these programs, ostensibly in progress for months, are being hamstrung by poor supervision, die-hard interservice rivalries and the apathy of Congress (where the unification bill has been in committee for three months).

The big problem is the outdated military thinking of the U.S. The public has so far not realized that the Army and Air Forces are no longer the powerful juggernauts of World War II but a pitiful handful of men and machines (pp. 32-33). This change has come about in the two years since V-J Day. By the commission's estimate we have only eight years left. Unless the U.S. reverses the trend of the last two years, we stand a very good chance of losing this race against time.

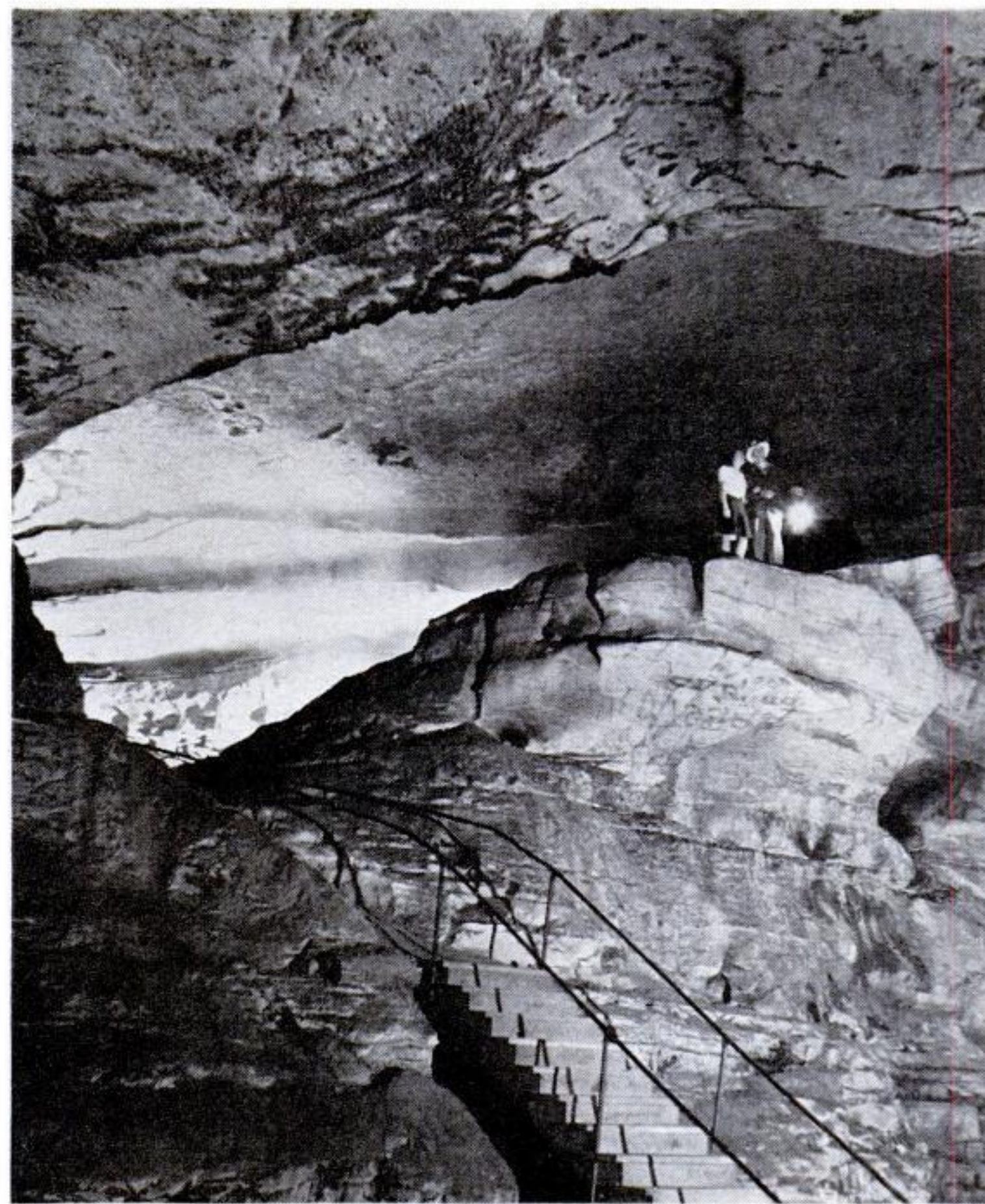


COMMISSION ON UNIVERSAL TRAINING, after making report, smiles with the President. Chairman is Karl T. Compton (second from left).

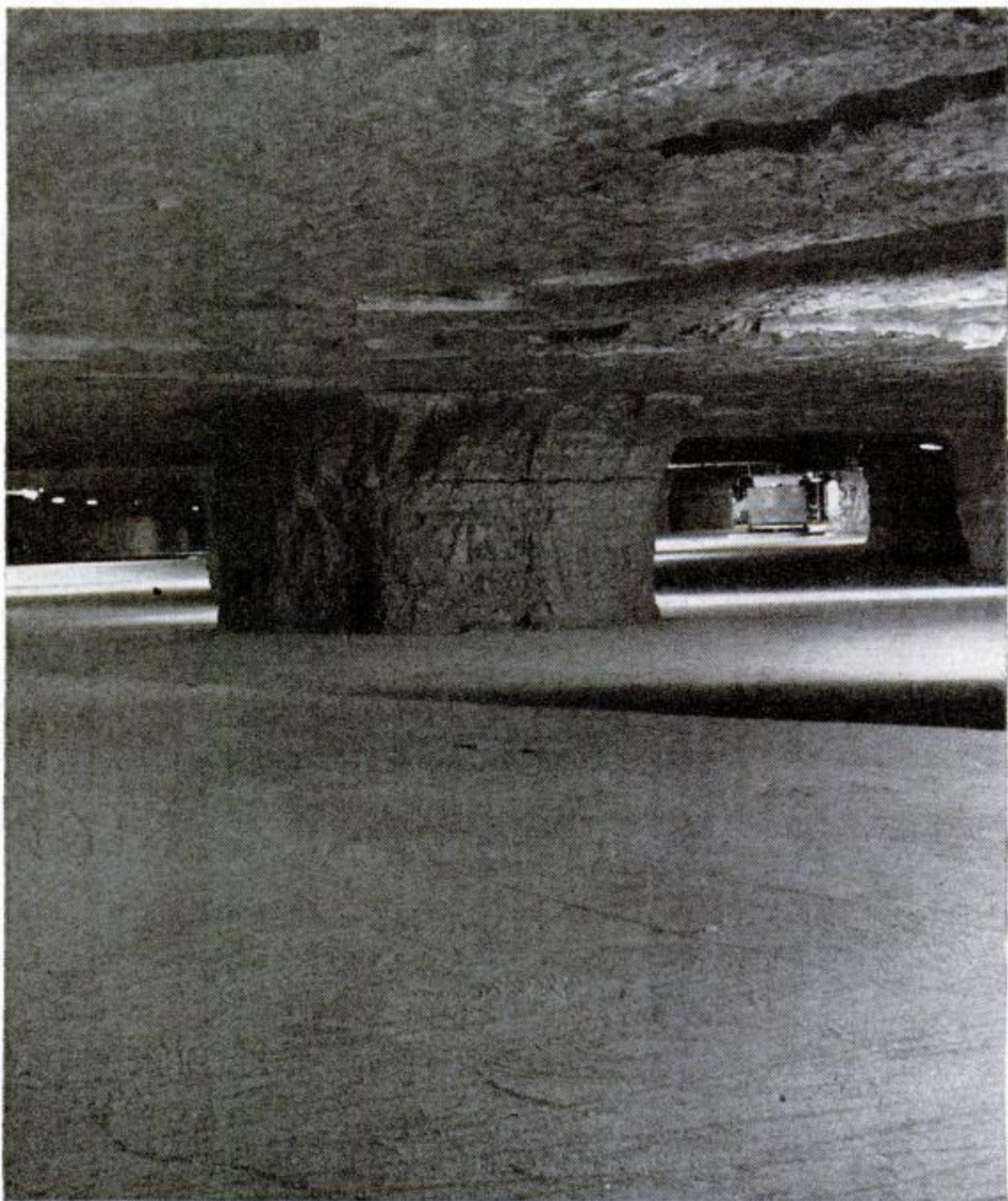




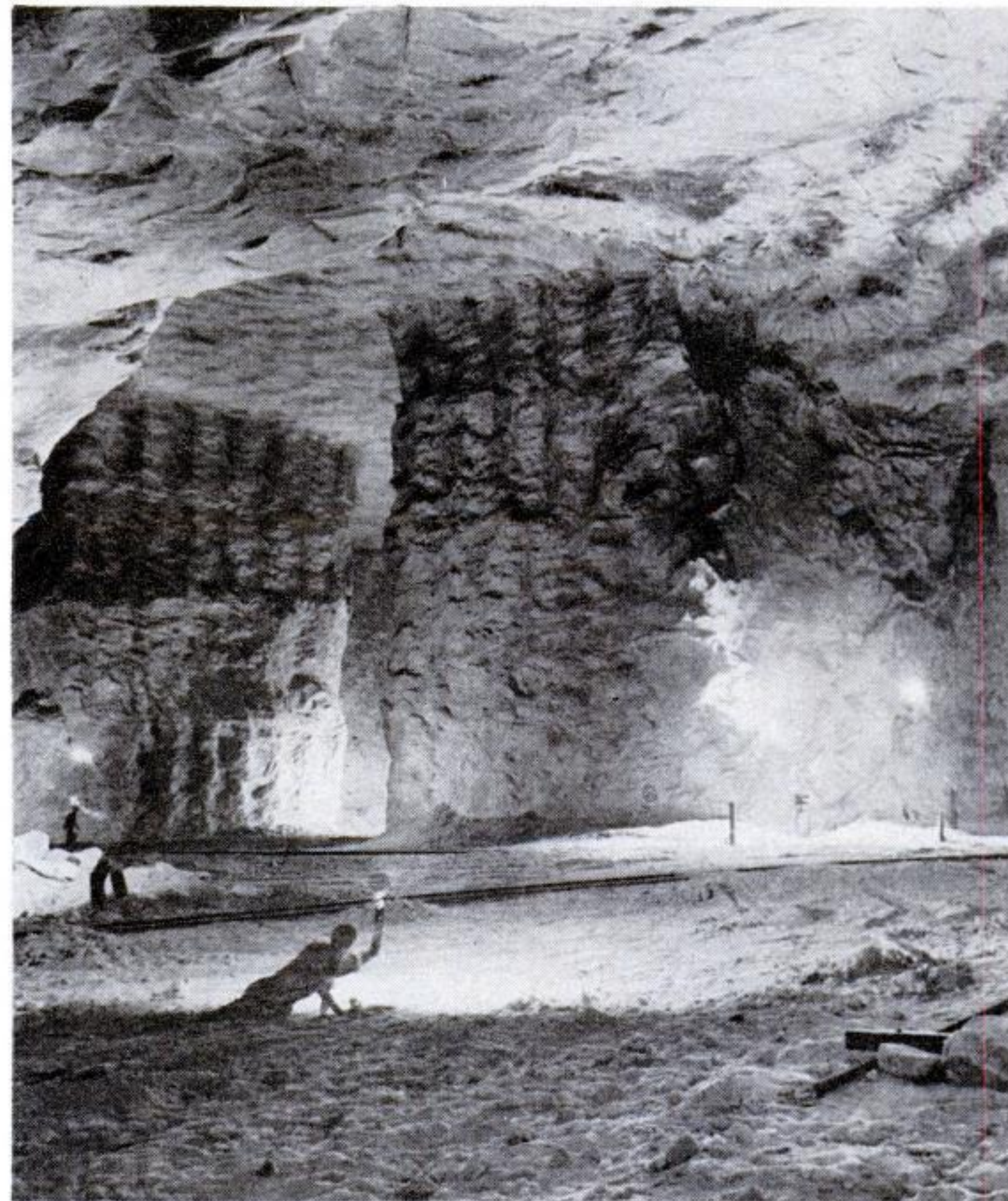
**COAL MINES**, investigated and rejected by the Army's engineers, have too little headroom underground for industrial operations. Workable coal seams seldom are more than 7 feet thick. Roof support is often inadequate and mines sometimes cave in by themselves.



**NATURAL CAVES** are unsuitable because the rock structure is usually faulty and water is often present. Many were created, like Mammoth Cave (*above*), by underground streams which are still flowing through them. Others are subject to frequent rock falls.



**LIMESTONE MINES**, like the one above which has been used as cold storage plant in Atchison, Kan., are good ready-made sites for underground industrial plants. They are usually dry, have high headroom and are easy to extend because the stone is soft.



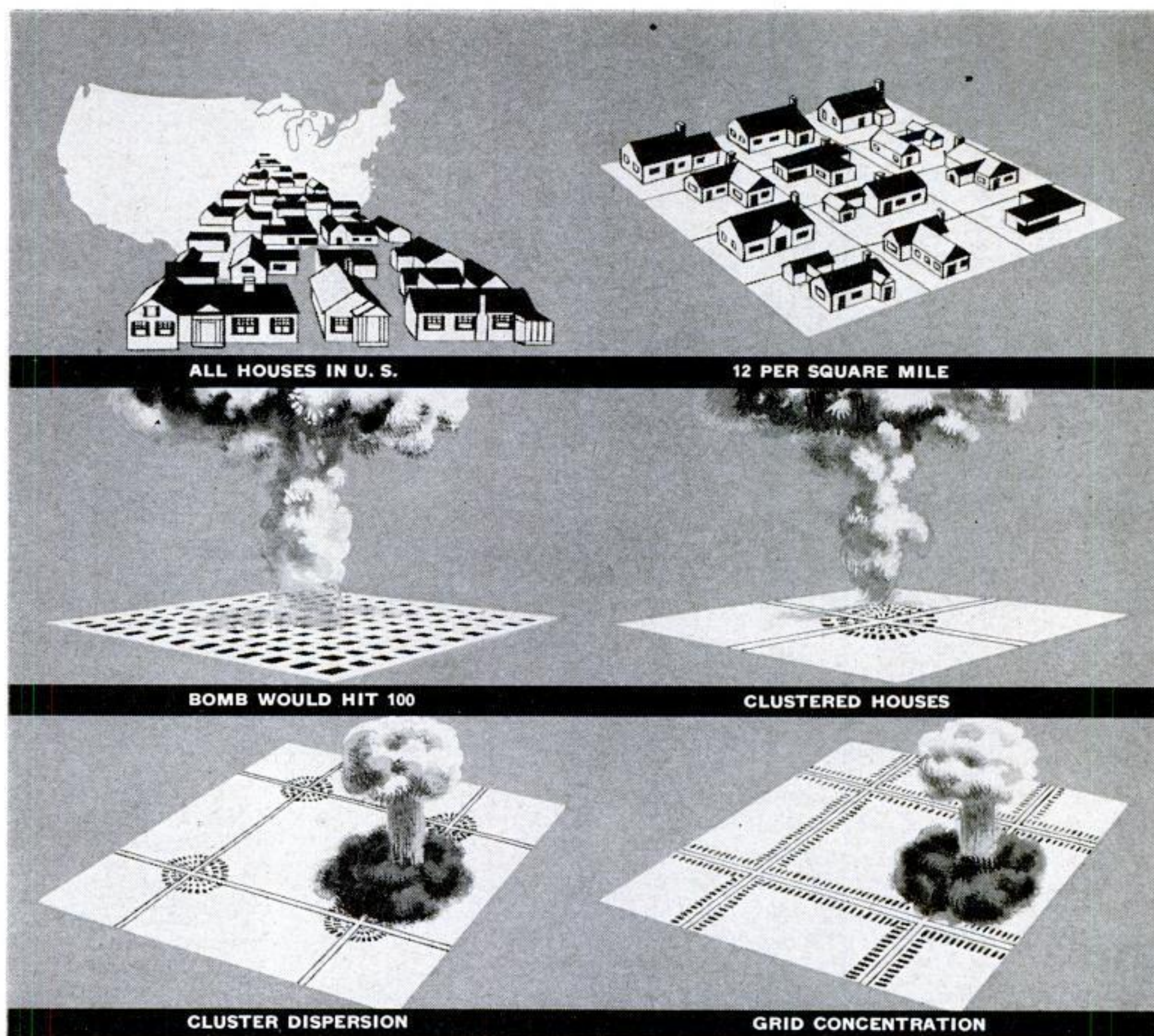
**SALT MINES** have tremendous chambers but are corrosive and very deep. Biggest U.S. salt mines are in New York, Louisiana and Michigan. The mine above, although it is more than 500 feet deep, might prove useful because of a ceiling 75 to 90 feet high.



# DECENTRALIZATION IS ONE DEFENSE

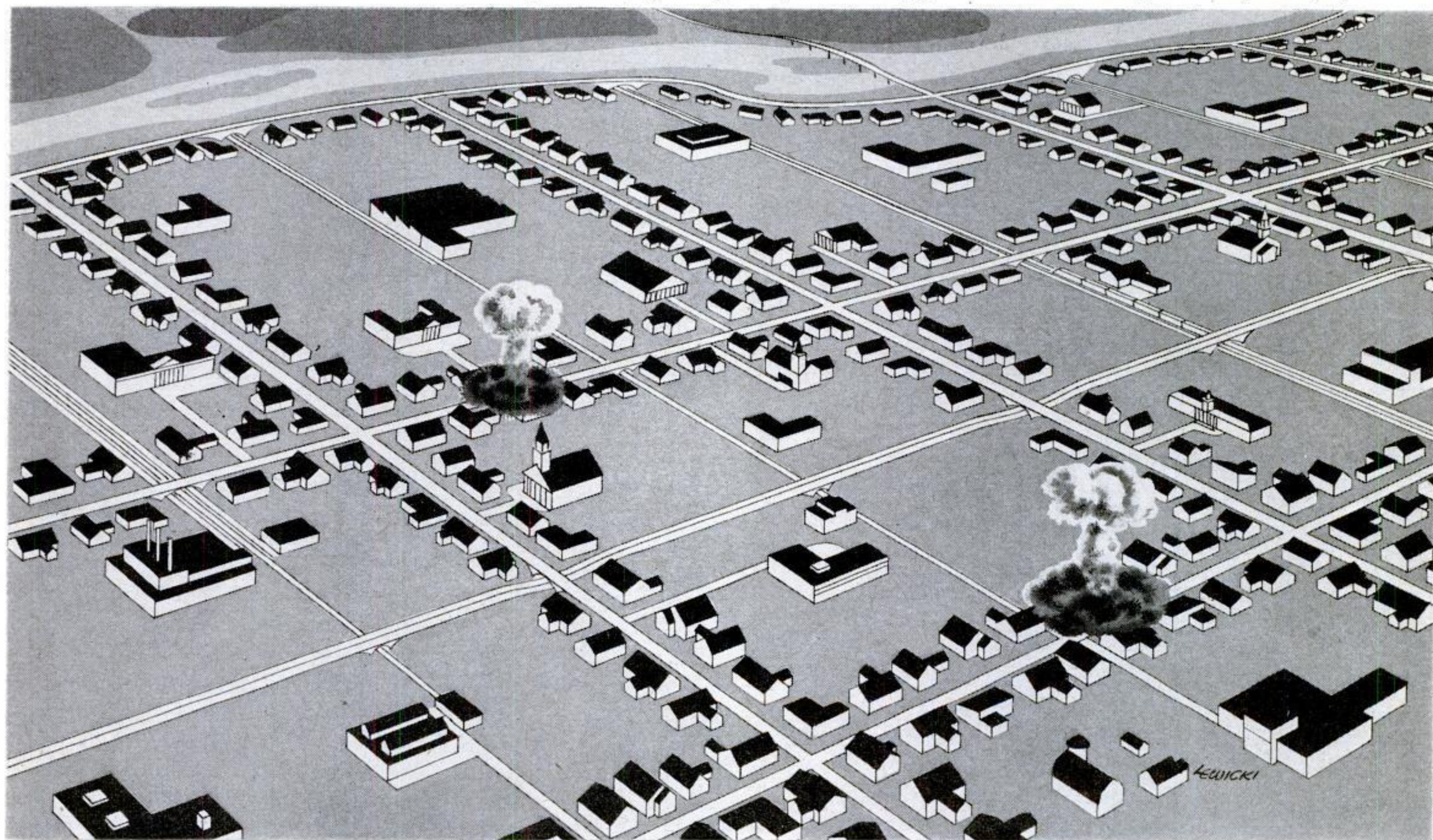
But it would be costly and slow

One of the most chilling statements in the report of the President's commission is the reminder that an aboveground concentration of population and industry, similar to that in the northeastern U.S., invites attack. To minimize danger the commission recommends "decentralizing vital plants." This would involve a shift of some population as well as industry. One solution has been suggested by the scientists Jacob Marshak, Edward Teller and Lawrence R. Klein. They have considered the various possible dispersions (*right*) and have come up with a plan that would make the U.S. comparatively safe from atomic attack. They point out that if the habitable areas of the U.S. were laid out in 25-mile squares (*below*), with a density of 160 houses and 600 people per mile along the edges, an atomic bomb would kill at the most only 2,000 people and destroy only 500 houses (as compared with 135,000 casualties and 60,000 buildings destroyed at Hiroshima). But any such dispersion of houses and industry is so expensive that it is impractical. Even if it could be done, the process would take many more years than the commission thinks we have left. The best possible solution might be a compromise between total dispersion and the present heavy concentration of cities that is so inviting to the atomic bomb.



**FULL DISPERSION** of 40 million houses in the U.S. puts 12 units in each habitable square mile (*top*). If they are spread evenly (*left center*) or in spaced clusters (*right*

*center*), each bomb will then destroy only 100. But both plans are far too expensive, as are the variations of them at bottom left and right. For compromise plan, see below.



**IN COMPROMISE GRID CONCENTRATION** houses and factories are dispersed in 25-mile squares, houses along highways at each edge and factories in the center. This is most practical arrangement for roads and utilities. An atomic-bomb hit (*above*) would

then destroy 500 houses (each unit above represents 400) and kill 2,000 people. In big city as it is laid out now, the bomb might kill 50,000. Dispersion may not be the answer if other atomic weapons, such as clouds of radioactive material, render it ineffective.



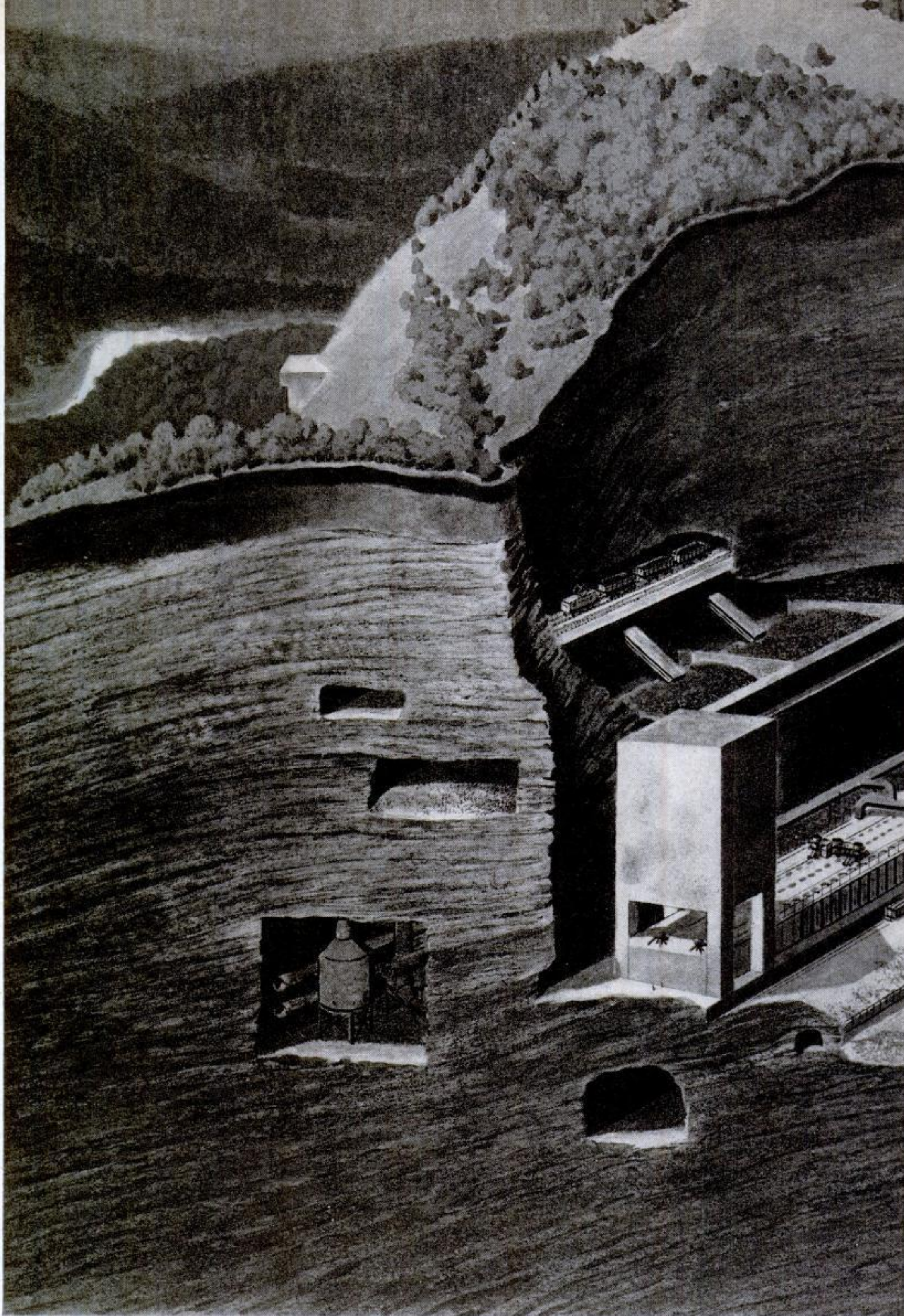
# UNDERGROUND STEEL MILL

**It would be better than dispersion**

Some industrial plants, including those which are engaged in the assembly of parts already manufactured elsewhere, can be placed underground without too many difficulties. These require relatively small aboveground power and transportation networks which, if they were knocked out by bombs, might readily be restored. Few major processing plants, however—huge installations which produce metals and chemicals—can be adequately protected even by the most tremendous excavations ever attempted by man.

Steel, for example, is an absolute necessity. In the past 20 years the U.S. has produced more than one billion tons of it. Without it the economy and military power of the country would collapse almost immediately. The plant sketched at right is similar to the huge Geneva mill in Utah, which during the war required two years to build and which can produce approximately 1% of the nation's steel. To place it underground at least 500 million cubic feet of rock would have to be excavated. The mill's open hearths alone would necessitate a space more than 1,500 feet in length. A ventilation system that is capable of sucking in and blowing out hundreds of tons of air a minute would be necessary. Provision would have to be made for an intake of thousands of tons of water a minute, preferably drawn from an underground reservoir. In all the cost of protecting this single plant against attack would exceed \$300 million.

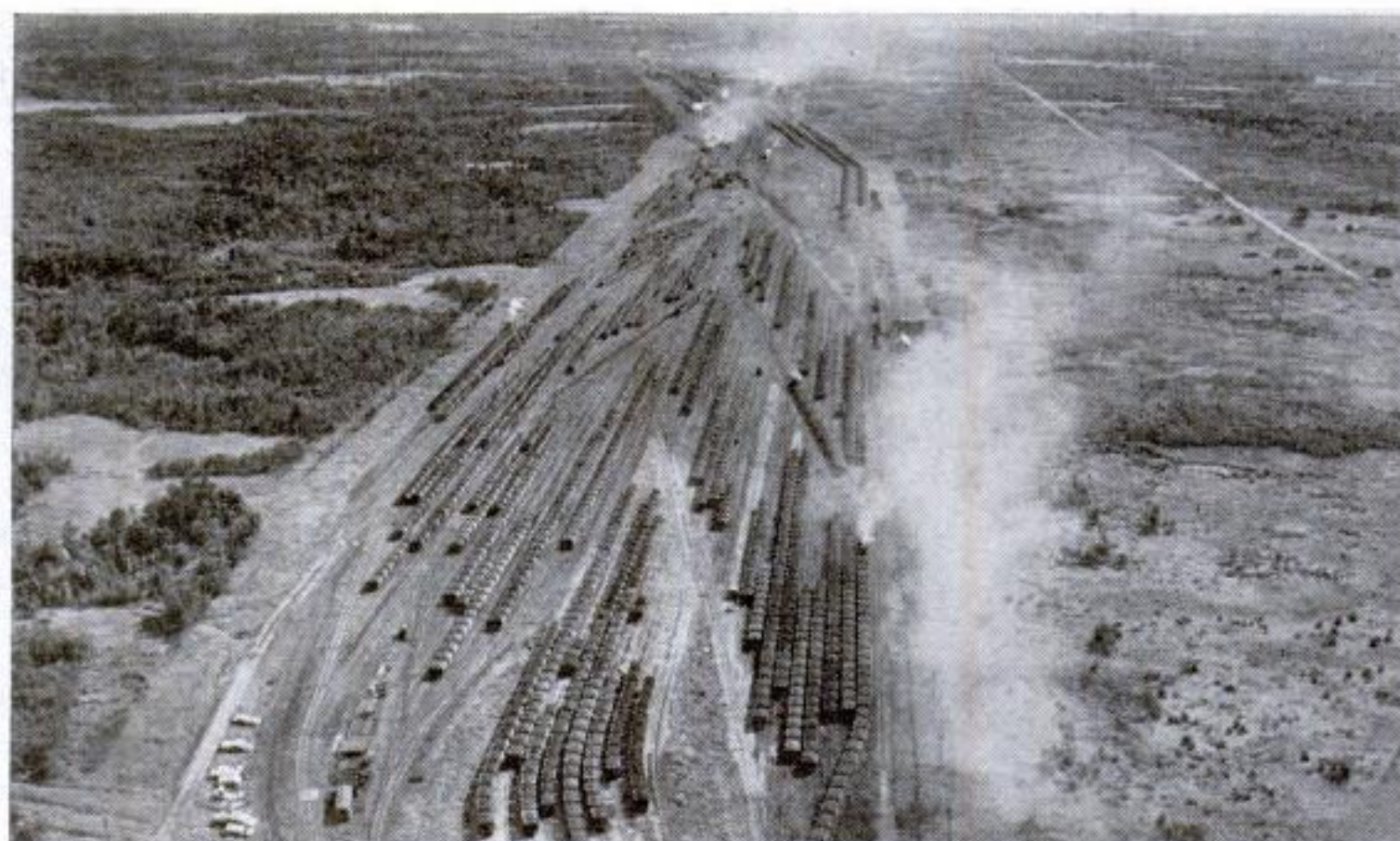
To place even 50% of the nation's steel mills underground would require at least \$15 billion. And it would take some five years to bury a plant. But even if the mills were protected, their huge networks of supply lines (*below*) would remain as vulnerable as they were before. Atomic bombs dropped on the Mesabi Range (*bottom, left*) in the Lake Superior area, which produces 85% of the nation's iron ore, could stop production entirely for awhile. Bombs straddling any of the rail and water connections between mines and mills would have a similar effect. But in spite of all these problems, putting factories and processing plants underground would be less expensive and more practical than the complete dispersion that is illustrated on the previous page.



UNDERGROUND MILL INCLUDES COAL HOPPERS (LEFT), COKE OVENS (LEFT CENTER), BLAST FURNACES AND

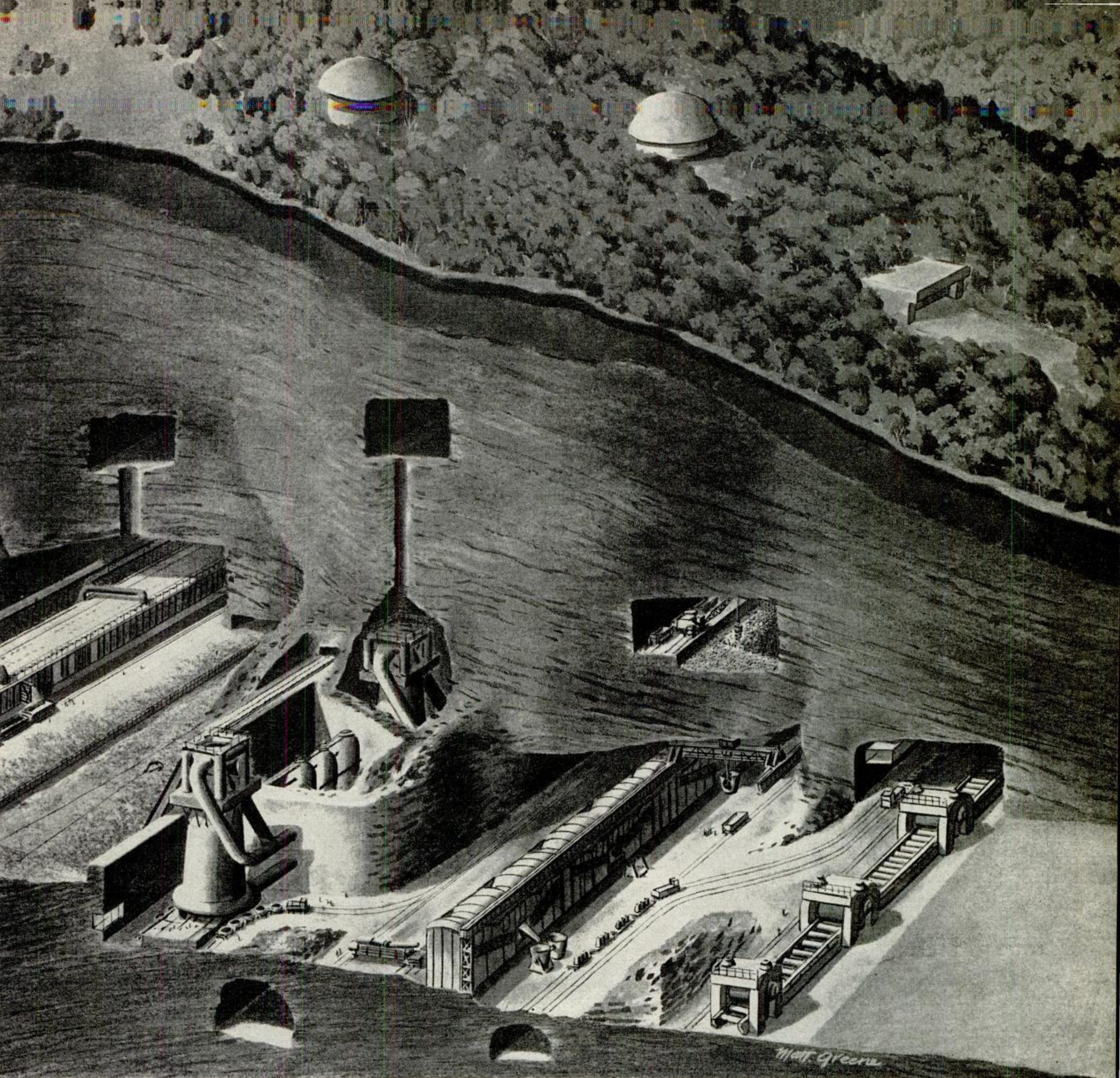


**IRON ORE MINE** in the Mesabi Range in northern Minnesota is on the surface. A single atomic bomb dropped on the mine would make the ore radioactive and therefore useless.

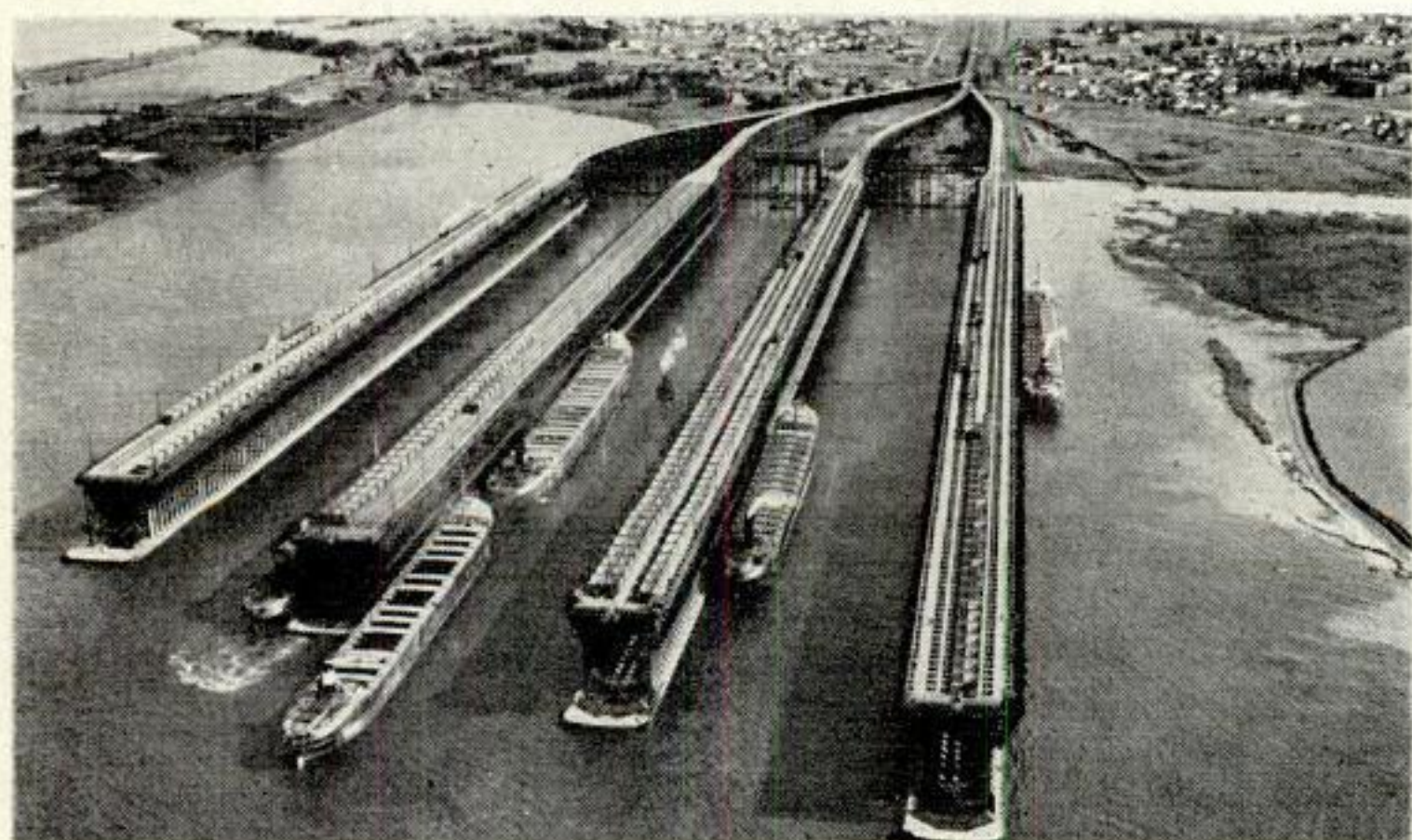


**RAILROAD YARDS** for ore cars provide an excellent target for bombers. Here the iron ore is collected and forwarded to Lake Superior for shipment by water to the steel mills.

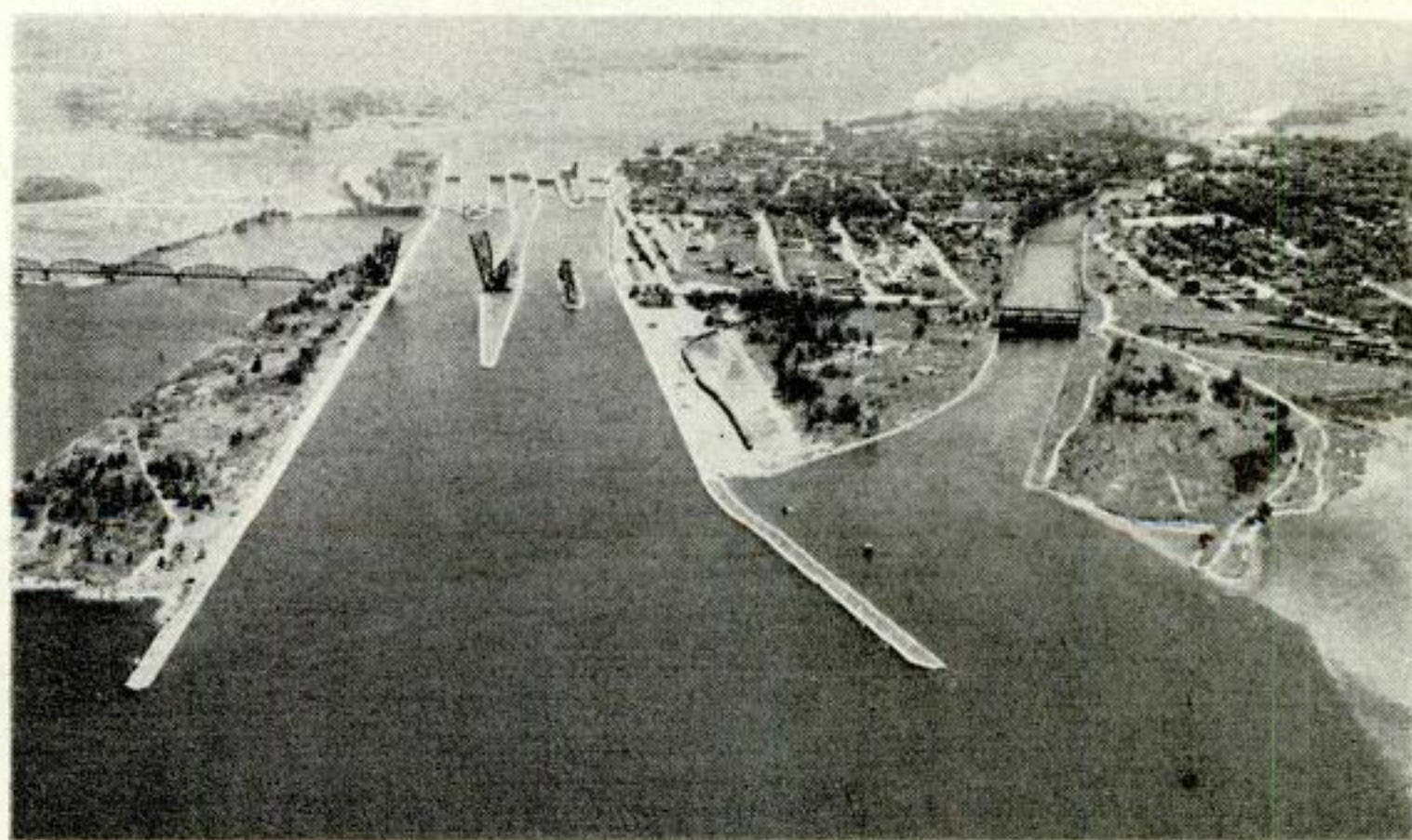




OPEN HEARTHS (RIGHT CENTER), ROLLING MILL (EXTREME RIGHT). TUNNELS (TOP AND BOTTOM) AND "MUSHROOMS" ON HILLTOP ARE PART OF VENTILATING SYSTEM



**ORE DOCKS** in Superior, Wis. are exceptionally vulnerable, even for nonatomic bombs. Rail transport could not begin to make up the deficit if these were suddenly knocked out.



**"SOO" LOCKS** between Lake Superior and Lake Huron are another weak link in steel supply line. If they were destroyed, 85% of U.S. iron ore would be cut off from the mills.

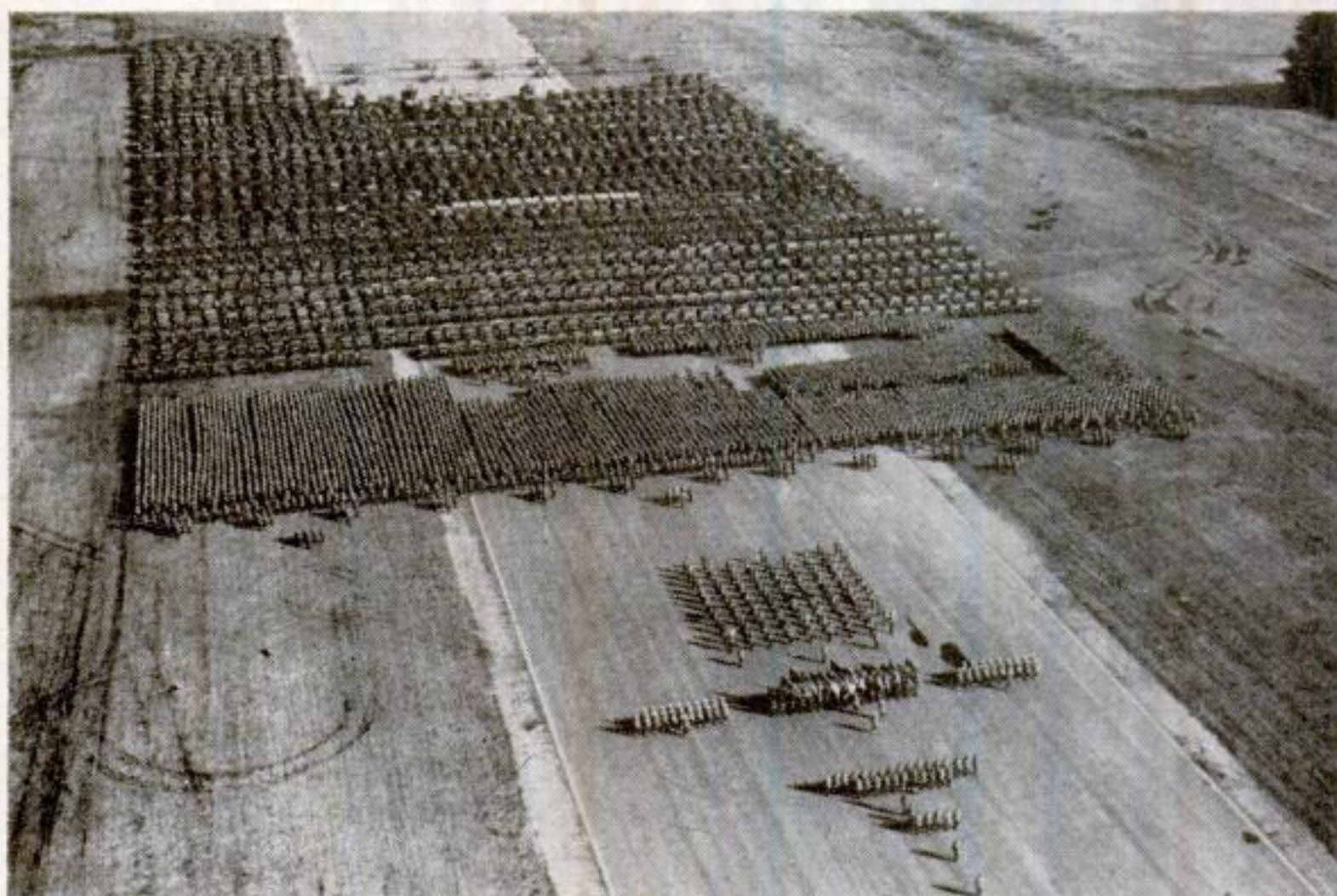


# THE U.S. COMBAT ARMY

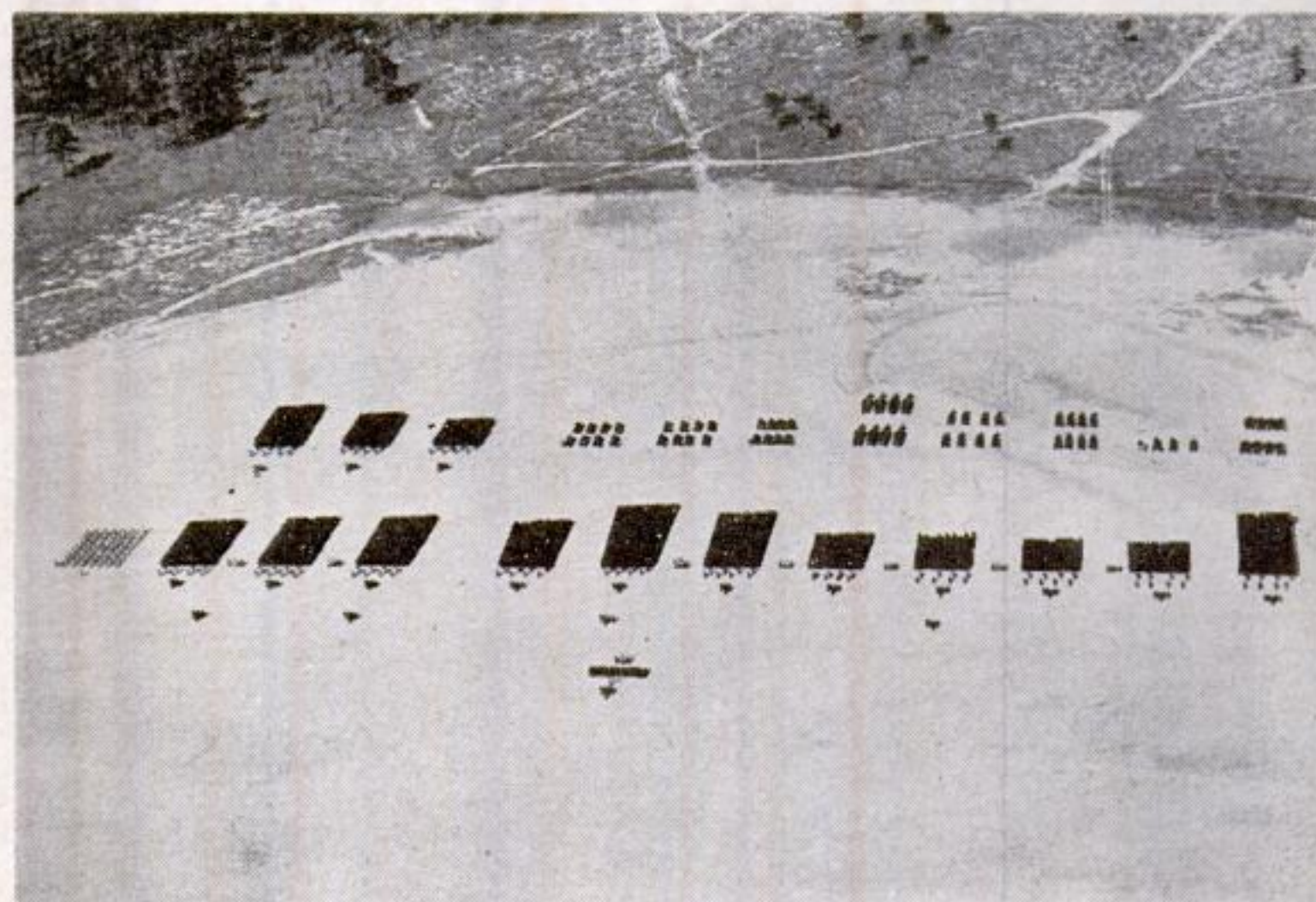
Fourteen pictures show the entire attack force in U.S.

If war should come tomorrow, only the handful of men and planes below would be ready to make a counterattack from the continental U.S. This force is so small that six LIFE photographers were able to show it all in these 14 pictures. The Army consists in total of 12 divisions and 30 combat air groups, but all except three divisions and 12 air groups are tied down overseas in garrison and occupation duties. Thus only the tiny "first team" shown below remains in the U.S. ready to go to the rescue of an ally or to back up our own occupation troops.

## THE GROUND FORCES

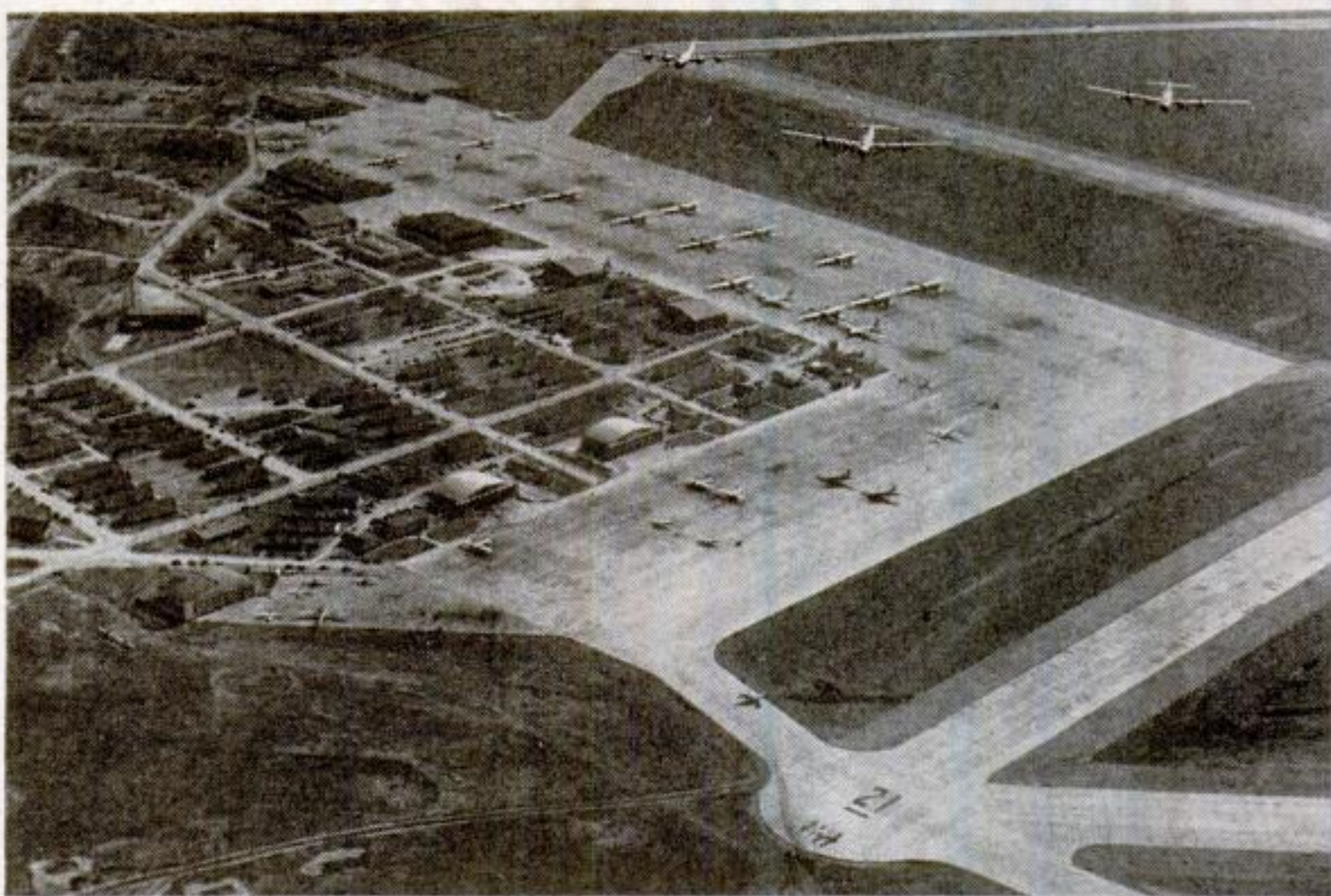


**2ND INFANTRY DIVISION**, at Fort Lewis, Wash., is the only infantry division in the entire U.S. which could be thrown into combat on short notice. It is far below strength.



**82ND AIRBORNE DIVISION** is near normal strength. Despite fact that airborne troops would lead counterattack, Army has only this and 11th Airborne (in Japan).

## THE AIR FORCES



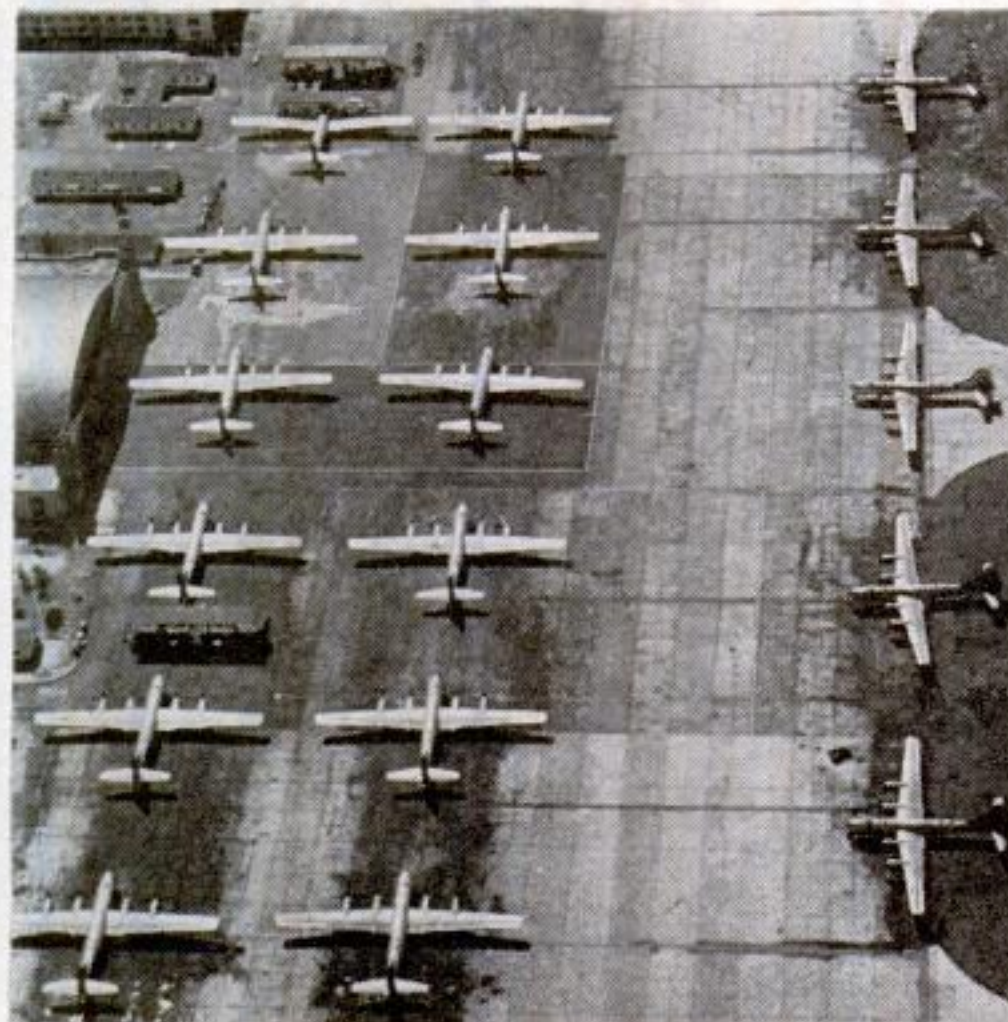
**7TH BOMB GROUP** at Fort Worth, Texas includes 21 B-29s. These planes, together with almost all others of their kind in U.S., took part in "bombing" of New York on May 16.



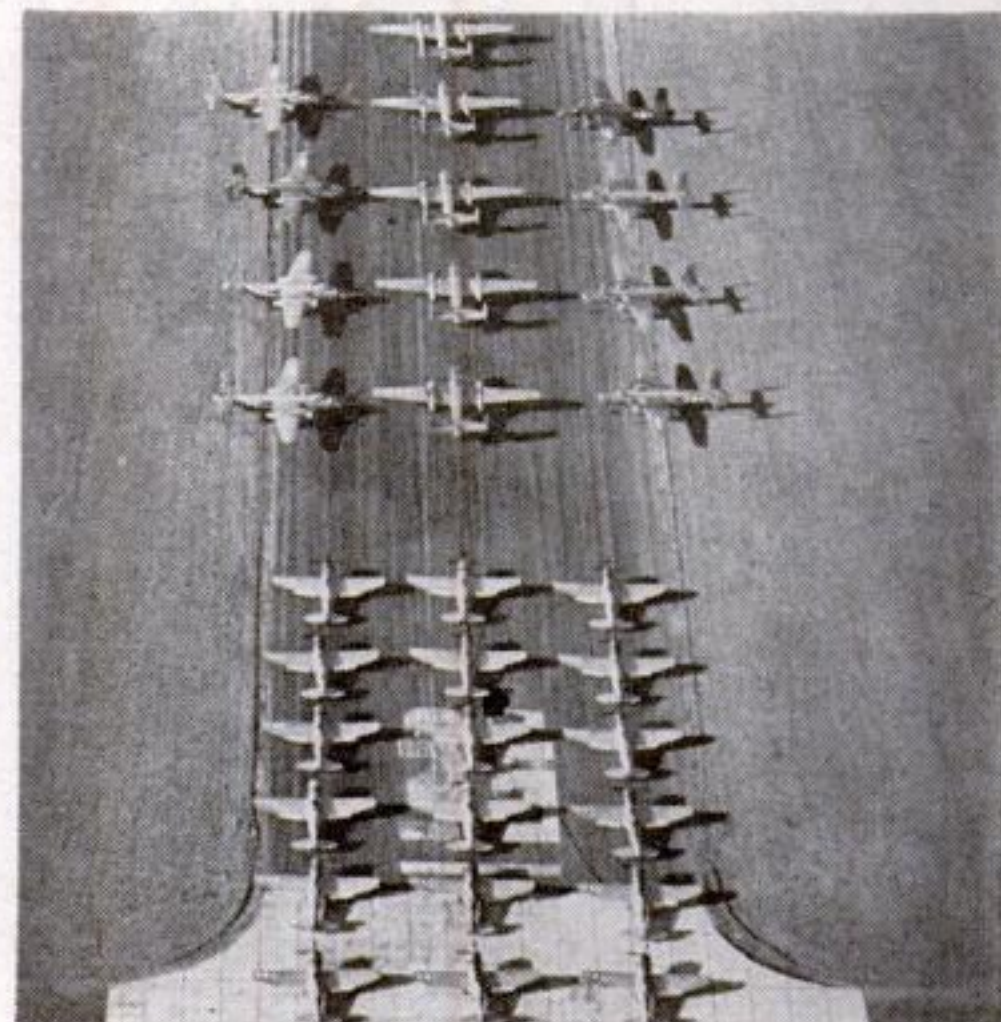
**97TH BOMB GROUP** is located at Salinas, Kan. It is based near the center of the country so that it can strike in any direction and remain safe from coastal attack.



**43RD BOMB GROUP** is based at Tucson, Ariz. Many of the B-29s held in reserve by the Air Forces are stored here.



**307TH BOMB GROUP** operates from MacDill Field at Tampa, Fla. It is the easternmost group of B-29s in the U.S.

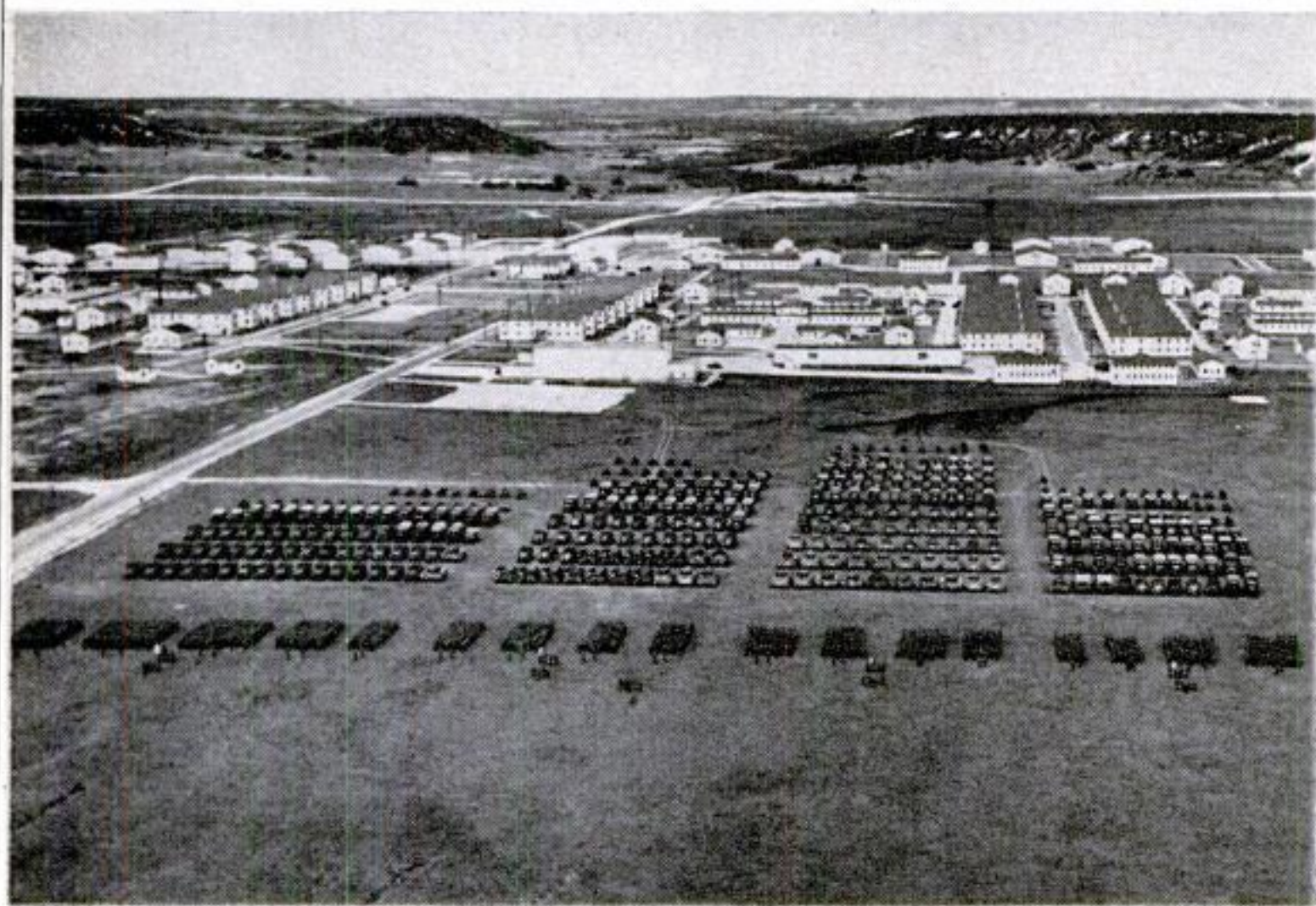


**477TH COMPOSITE GROUP** at Lockbourne, Ohio consists of outmoded P-47 fighters and B-25 bombers.

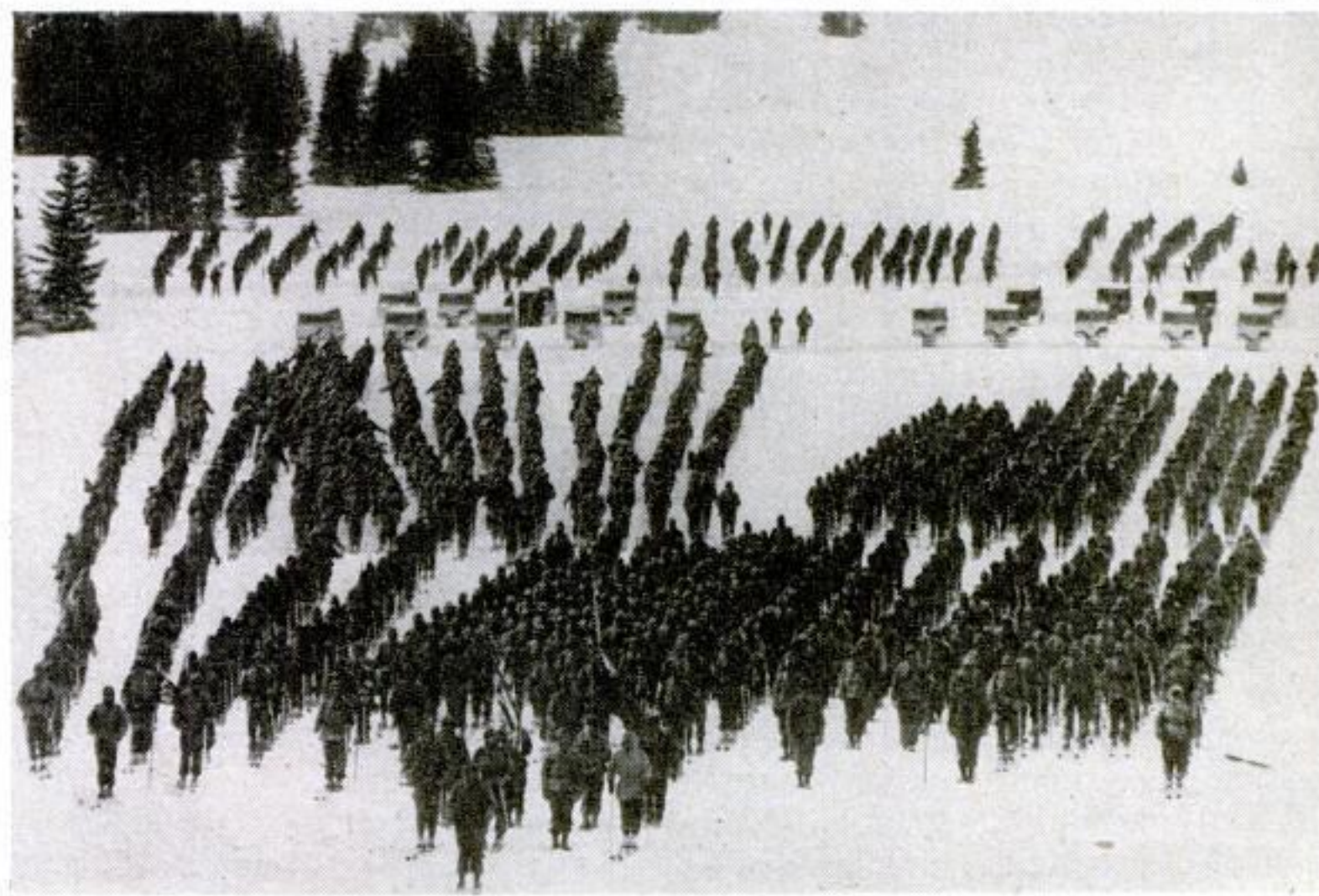


The B-29s shown here, with the exception of a group in Guam and a group just returned from Alaska, are the only planes now ready to drop atomic bombs. The Navy and 2½ Marine divisions would assist the Army as much as possible, but the Navy is itself a prime target, possesses no long-range guided missiles and no planes suited to carrying atomic bombs. Of the immense stores of tanks, guns and planes built during the war, huge quantities have been scrapped and sold as junk. Even the relatively small amount of equipment still

held in storage is useless without trained crews. Although it is now two years since V-J Day the National Guard and the Organized Reserves have barely begun to reform. The 50th New Jersey Armored Division, for example, has only seven of its allotted 306 tanks. Of 14 million trained war veterans in the country, only 5 million can now be classified as fit for renewed service. The only real advantage held by the U.S. over aggressor nations is the time which will elapse before someone else produces an atomic bomb. That time is rapidly diminishing.



**2ND ARMORED DIVISION**, at Camp Hood, Texas, is short of tanks and other mechanized equipment and has only about 28% of its normal strength in personnel.



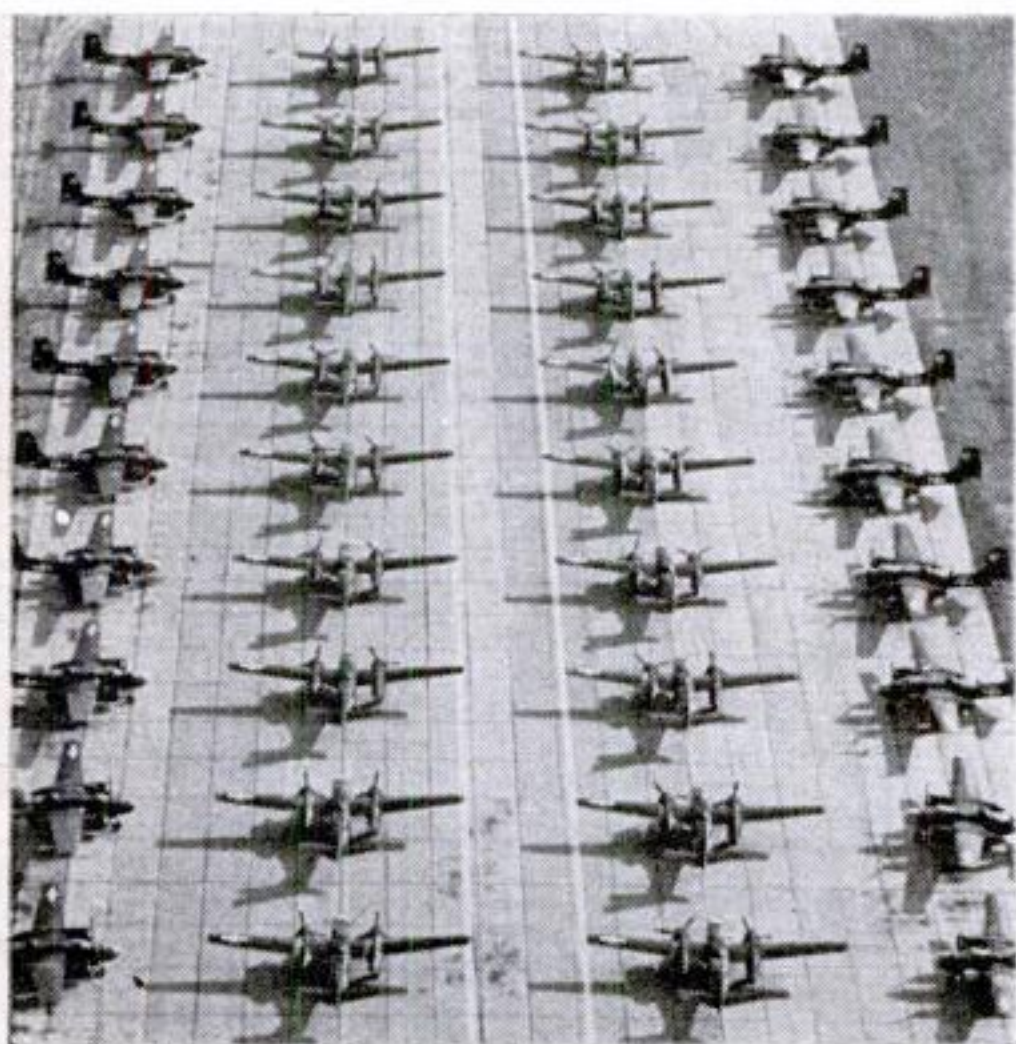
**38TH COMBAT TEAM**, shown in the Colorado mountains, is part of the 2nd Infantry Division (*far left*). These troops are the only winter warfare experts remaining in the Army.



**NIGHT FIGHTER SQUADRON 415** ("Black Widows," *at top left*) is based with three Mustang P-51 fighter squadrons of the 20th Fighter Group at Shaw Field, S.C.



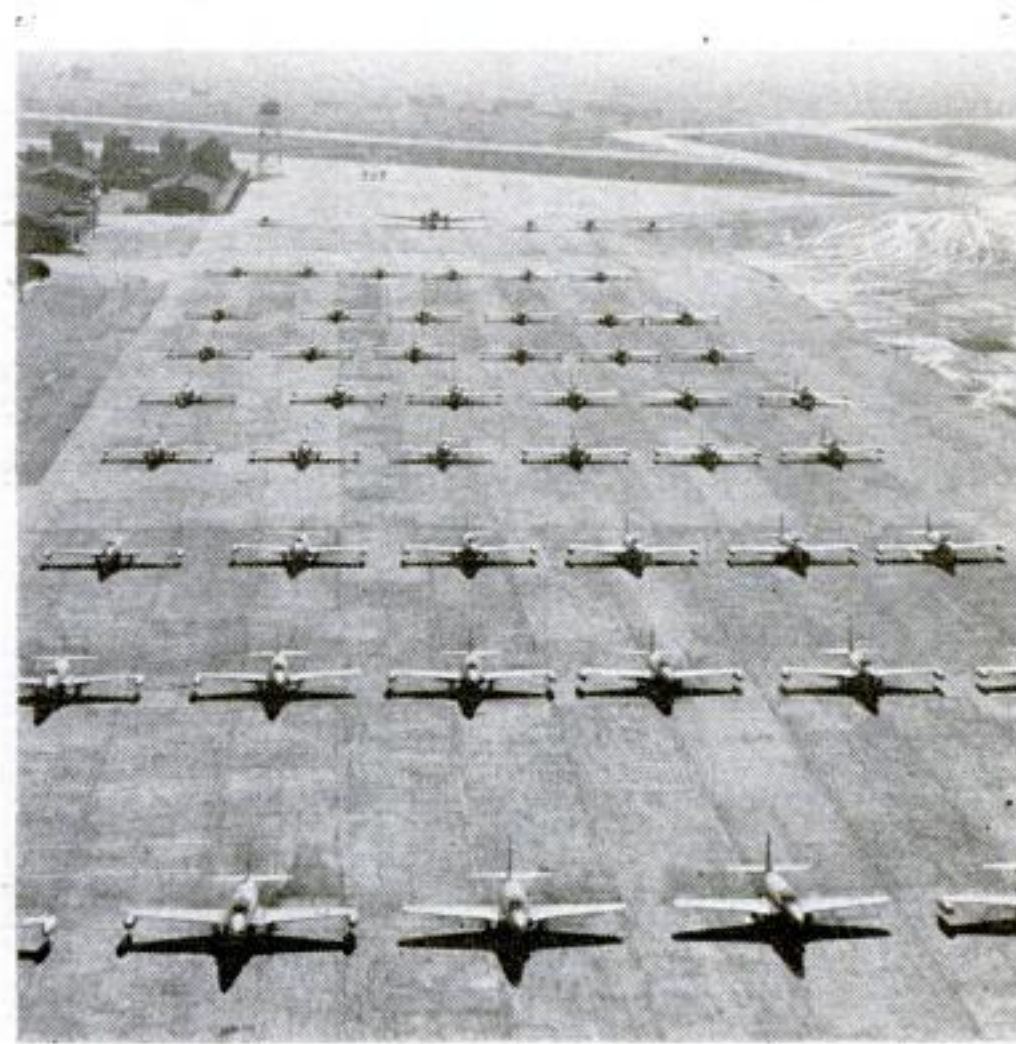
**"SILVER PLATE"** bomb group—the 509th, trained to drop atomic bombs—is at Roswell Field, N. Mex. It may someday be equipped with B-50s, but these are still untested.



**47TH BOMB GROUP** based at Biggs Field, El Paso, Texas includes 40 A-26 short-range attack bombers.



**56TH FIGHTER GROUP**—minus its 62nd Squadron, just returned from duty in Alaska—is at Detroit, Mich.



**JET FIGHTER GROUP 1** at March Field, Calif. is the only group of its kind ready for action. Planes are P-80s.



# PHONY PEACE

## LET'S PUT DEMOCRACY ON THE MARCH AGAIN BY STARTING AN OFFENSIVE IN FRANCE

Historians may compare the "phony war" of the winter of 1940 with present times. There is the same jitter-filled lull in France, the same American delusion of apartness while catastrophe gathers force abroad. There is the same lack of proportion, the same need for wise intervention. When even so relatively dinky a problem as Greece is dumped in our laps we react with "doctrines" which give a minnow the aspect of a whale.

And the Communist coup in Hungary came as a terrific surprise though some such response from Moscow might have been expected in view of all our fist-shaking. As President Truman has now been advised, "Never shake a fist when you are prepared only to waggle a finger."

And this is only the beginning. Secretary of State Marshall is acutely worried by what is emerging from the European chaos. At Harvard last week he rightly said that Europe must plan its own future and that future lies in the direction of Continental unity. However what he called the "vicious circle" of European divisions and stagnation can be broken only by a strong and well-focused U.S. effort. Never since the war has that effort promised such good returns as right now.

In this space recently we pointed out that when he was General of the Armies, Marshall found it impossible to wage all-out war simultaneously in Asia, Africa, the Mediterranean and Europe, else he would be spread too thin. The same situation holds true of peace-waging. If we want a strong and united Europe, as we do, that should have our first priority. Senator Vandenberg has made it plain that Congress wants to see a plan of action before the wallet is opened any wider. And Marshall has set up a committee, headed by the able George Kennan in the State Department, to draw up such a plan.

### First: France

The people want something more from the State Department than just an anti-Communist plan. They want a world not merely safe for democracy but with democracy, and the Western civilization out of which it has sprung, once more on the march. And there is one area, one country in the world, that is so obviously vital to this step that there is scant reason for long committee ponderings. That area is northwest Europe; that country is France.

In LIFE, June 2, former Ambassador William C. Bullitt recounted the plight of France. He described the virtual civil war being conducted by the Communists, who have emerged as the only party with money to spend. The latest phase in this struggle has been the Communists' withdrawal from the Ramadier government. This enables them to stand outside as champions of higher wages, in France's present circumstances a position as popular as it is dangerous, and they are exploiting it to the utmost with strikes and threats. Fortunately the Frenchman in economics, as in everything, is a realist. He will not be hypnotized by the siren song of higher wages as long as there is some better, more stable alternative. The U.S. is now peculiarly able to supply that alternative and thus incalculably strengthen Ramadier's hand.

The French themselves have made this situ-

ation possible by the remarkable bounce they have shown in mapping their future. As though anticipating Marshall's demand for a plan, they assigned 1,000 of their best experts to analyze faults and to produce cures. Jean Monnet, chief author, has come forward with a five-year plan for modernizing France's six basic industries. He asserts, probably correctly, that fulfillment of the plan could put France in a better position than she has ever occupied before. Marianne now wears flat heels and has a purpose in life.

### Our Part

Two, and possibly three, essential materials for this plan must come from the U.S. The first is wheat. Owing to bad weather, bad luck and bad management, France this year will reap hardly one fifth her normal prewar crop. If Frenchmen are to have the food required for sustained hard work, they must import upward of 95 million bushels of wheat. The U.S. is the only possible source. Against our expected bumper yield of 1.3 billion bushels this year, the French requirement is not too big.

The next item is coal. Again the U.S. is the only possible supplier, and coal for France means the difference between just getting by and utter industrial collapse. We have been sending France up to 750,000 tons a month. From the Ruhr, France has received only about 150,000 tons a month. Upping U.S. shipments to one million as we now contemplate, or even to 1.5 million would be the margin required to abet the Monnet plan. Annually it would take between 12 million and 18 million tons from our potential production of 600 million tons.

Third, fertilizers and farm machinery, or steel for such machinery. Some fertilizers France will obtain elsewhere and, given the coal, she will make a great many of her own farm implements and machines. But there will be some further demand and it will hurt us to supply it for, unlike coal and wheat, machinery is scarce here too. However peace-waging asks its sacrifices no less than waging war.

When we give our promise that France has top priority on wheat, coal, fertilizers and farm machinery, we have to be sincere. The man who burns coal on Main Street must understand why he must conserve just as clearly as John L. Lewis must understand the necessity of avoiding a coal strike. We must deliver on our promises, for consider the boomerang if we fall down!

The coal would cost about \$300 million; the wheat somewhat less. The total would come close to \$600 million. From her own resources and available credits it is possible that France can pay for a large part of these imports even at our presently inflated prices. But it would not be a healthy squeeze. Since we are betting on the worth of democracy itself, a much better course would be to do the one thing that would convince France and the rest of the world we mean what we say when we talk about freer world trade. One surefire proof would be simply to arrange to finance these French shipments on a 20-year credit payable any time in goods.

It is true that every part of the globe can

make a valid appeal for help. Congressional committees have been working on appropriations of \$400 million for Greece and Turkey, \$350 million for relief, \$725 million for occupation, etc. But these are peripheral holding actions. What we propose here is a central and full-scale peace offensive in France first.

Why not Britain first? Well, Britain is a special case, our ally; as such she will always rate something better than a priority, namely a partnership. Why not Italy first? Western Europe is more vital to us than the Mediterranean. Besides we are "holding" in the Mediterranean in Greece and Turkey.

Or why not Germany first? We might put Germany first without intending to, if we follow Herbert Hoover's advice and conclude a separate peace. Certainly a Germany on its feet would save us a great deal in occupation costs. And there is wisdom in letting the "workshop of Europe" resume work. But which Europe shall she work for? Anyway, no action on a separate treaty is likely until after the foreign ministers meet again next fall. The job in France need not—and should not—wait.

### Why France First

France, as everybody knows, is the keystone of Western Europe. She is the principal nation in the area which mothered Western civilization, itself a combination of the Hebrew belief in God, the Christian idea of compassion, the Greek love of truth and the Roman genius for law. It is this civilization to which Germany has been the traitor. When we speak of building up Germany again before recognizing and acting upon France's peculiar relationship to Germany, it naturally alarms France and has caused her to be obdurate in demanding a settlement of her position vis-à-vis the Ruhr and its coal first. Our failure to recognize that French recovery must precede and guide German recovery has caused unnecessary deterioration in French-American relations.

Such deterioration, reversing the tradition of Franklin, Lafayette and Pershing, could become the great tragedy of this era. For France has immense spiritual resources that can, if aided only a little materially by us, relight the whole European continent. A strong, vital, prosperous France is the best guarantee against further infiltration of totalitarianism in Europe. Reconstituting France is the best way to combat Communism where it has already erupted. The way to end this phony peace is to do some peace-blitzing in France. The sooner the better.

### PICTURE OF THE WEEK: ➔

When summer comes to the Breton fishing village of Guilvinec the men clamber into their fishing boats and sail out with the tide while the women stand on the shore and wave to them as they go. Sometimes, as in every fishing village, the men do not come back. This year, with the season hardly started, an ocean gale swept across the *guilviniste* fleet, wrecking two boats and drowning 25 men. A few days later, before empty graves, the women mourned their sons and husbands. Then, at the waterfront, they looked once more across the sea, which never gives back what it has taken, and mournfully turned away (*opposite*).



IN THE HEADDRESS OF HER BRETON VILLAGE  
THE WIDOW OF A DROWNED FISHERMAN LEANS  
ON A WALL, TURNING HER BACK TO THE SEA







# SIN IN ROSE CITY

Snooping of an overzealous pastor turns town into two armed camps

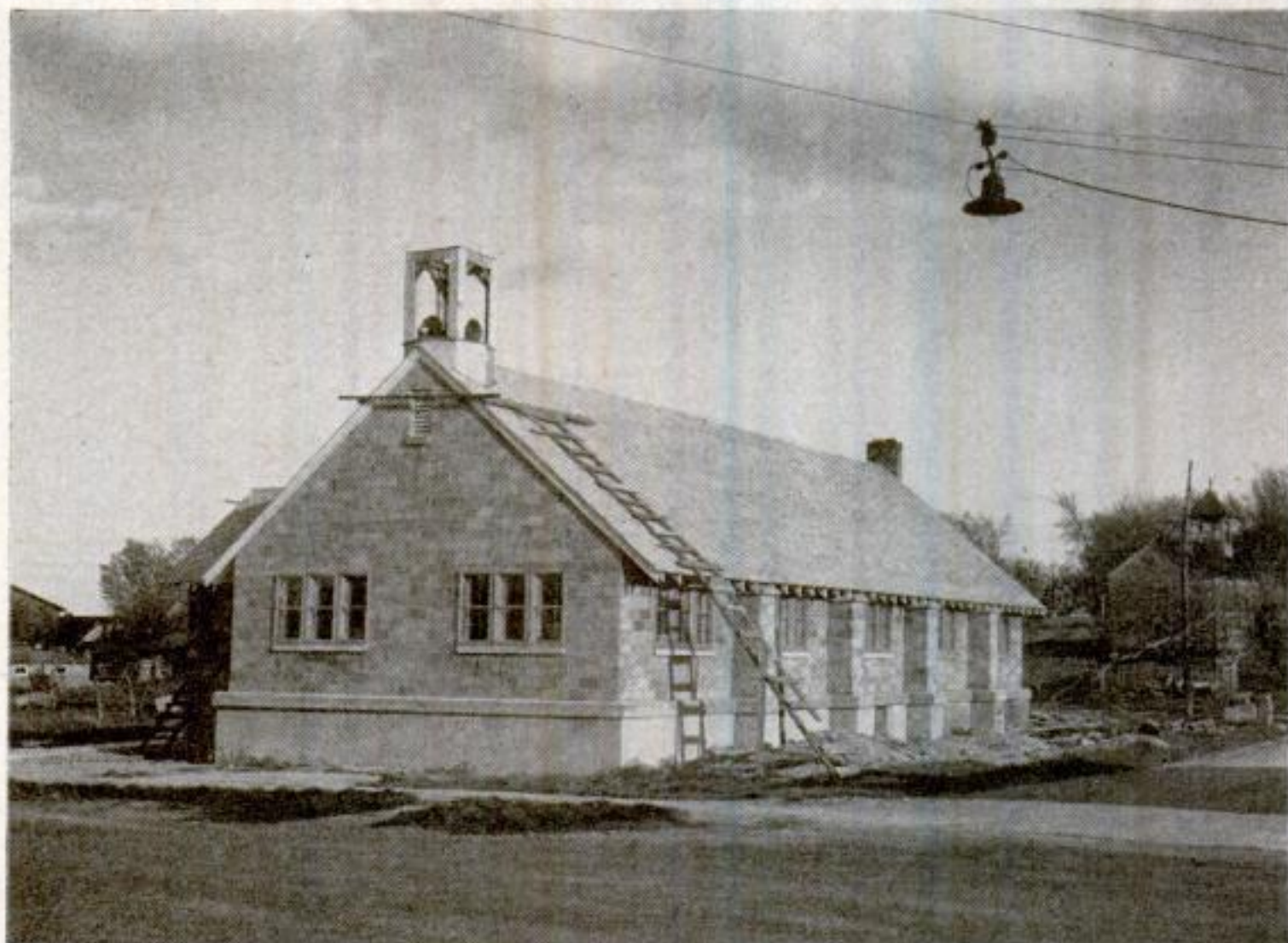


SCOTT IN 1931

The Rev. Cecil Scott came to Rose City, Mich. (pop. 355) last year to take his place as pastor of the new Methodist Church. His nose was sharp and his eyes sharper, glittering behind rimless spectacles. Preacher Scott had a Bible under his arm, a bony forefinger thrust down like a root seeking nourishment among the bitter pages of *Revelation*. People took one look at him and guessed that the Devil was in for an almighty pasting. They were right. But it soon turned out that Scott was not only against the Devil. He was also against movies and dancing. He even prayed for rain on Sunday, so the children could not play baseball. Then Preacher Scott wrote to Michigan's Governor Kim Sigler, recounting things he had seen from his window (left) — "... Children taking nips from bottles hidden in snowdrifts ... men committing adultery. . . ."

When word leaked out about that, Rose City exploded into bitterly partisan camps. Some people said the charges were ridiculous and it was time to get a new minister. One man said the parson was right, added, "Ain't I a stinker?" On May 20 a group of citizens went to the church to talk to Preacher Scott. The city council said it was a quiet gathering, but Scott cried that a drunken mob had come to take his life and old Mrs. Jennie Lazenby, the piano player, said somebody slapped her. Little else happened. On May 26 another meeting (right) was held. Preacher Scott named no specific sinners. The battle raged on inconclusively. Then on May 29 the tide turned. In Detroit and then throughout Michigan newspapers, gleefully headlining the rural scandal, raked up some yeasty facts; in 1931 Preacher Scott, then a layman, had been arrested, photographed in the lineup (inset) and fined for drunken driving in Flint, Mich. In 1941, still a layman, he had sold beer and wine in Saginaw. Musing on these tidbits, a young farmer in Minch's bar in Rose City sighed and told a reporter, "When I was in the Army, the boys used to ask where the hell's Rose City. Now I'll bet they're even talking about us in Paris, France."

ALERT FOR ANY SIGN OF SIN, THE REV. CECIL SCOTT PEEKS GRIMLY THROUGH HIS WINDOW IN ROSE CITY



**NEW METHODIST CHURCH** was dedicated last year. Several local citizens who helped build and pay for it now find themselves accused of debauchery by new preacher.



**COMMUNITY BUILDING** (right) is used for movies and dancing. From a window in his house (center background) Preacher Scott said he saw considerably more than that.





IN HEARING AT CHURCH SCOTT (LEFT) APOLOGIZES RELUCTANTLY TO JACK REASNER (IN RIGHT PEW), A TEETOTALER, WHOM SCOTT HAD CALLED A DRINKING MAN



**TAVERN-KEEPER** "Ma" Godden makes up with her dog Sneezzer. In excitement she whacked him with broom.



**MAYOR NORTON KING** (center) enters church to attend hearing while state troopers stand by to keep order.



**SIGHTSEERS** Dr. Edward Papp and wife, of Prescott, Mich., hurried to Rose City "to find out what's going on."





### "IF YOU WANT TO SEE YOUR SON AGAIN, RESIGN"

This is what the new Communist rulers of Hungary reportedly told Premier Ferenc Nagy when he learned that in his absence they had seized the government and his 5-year-old son Laczi. Nagy quickly agreed and the Reds sent his son to Switzerland by motor. Here father and son are reunited near the Swiss border.



### "BEFORE THE U.S. COULD RUB ITS EYES . . .

...everything was perfectly put over." This was how Communist Leader Matyas Rakosi (above) boasted of the Red coup. Although Rakosi has installed a stooge premier, he is now Hungary's real dictator. As party head he also is one of Joseph Stalin's toughest lieutenants in Russia's campaign throughout Balkan states.



**HUNGARIAN LEGATION** in Washington was split by the coup. Minister Aladar de Szegedy-Maszk (second from

left) and Ferenc Nagy Jr., the son of the ousted premier (right), headed group of nine members who resigned jobs.

## RED COUP D'ETAT

Communists make a grab in Hungary to challenge the Truman Doctrine

In Washington last week a grim-faced Hungarian named Aladar de Szegedy-Maszk became a man without a country. He resigned as the Hungarian minister to the U.S. rather than work for the new Russian-dominated government of Hungary. Eight of his 12 staff members quit with him (left).

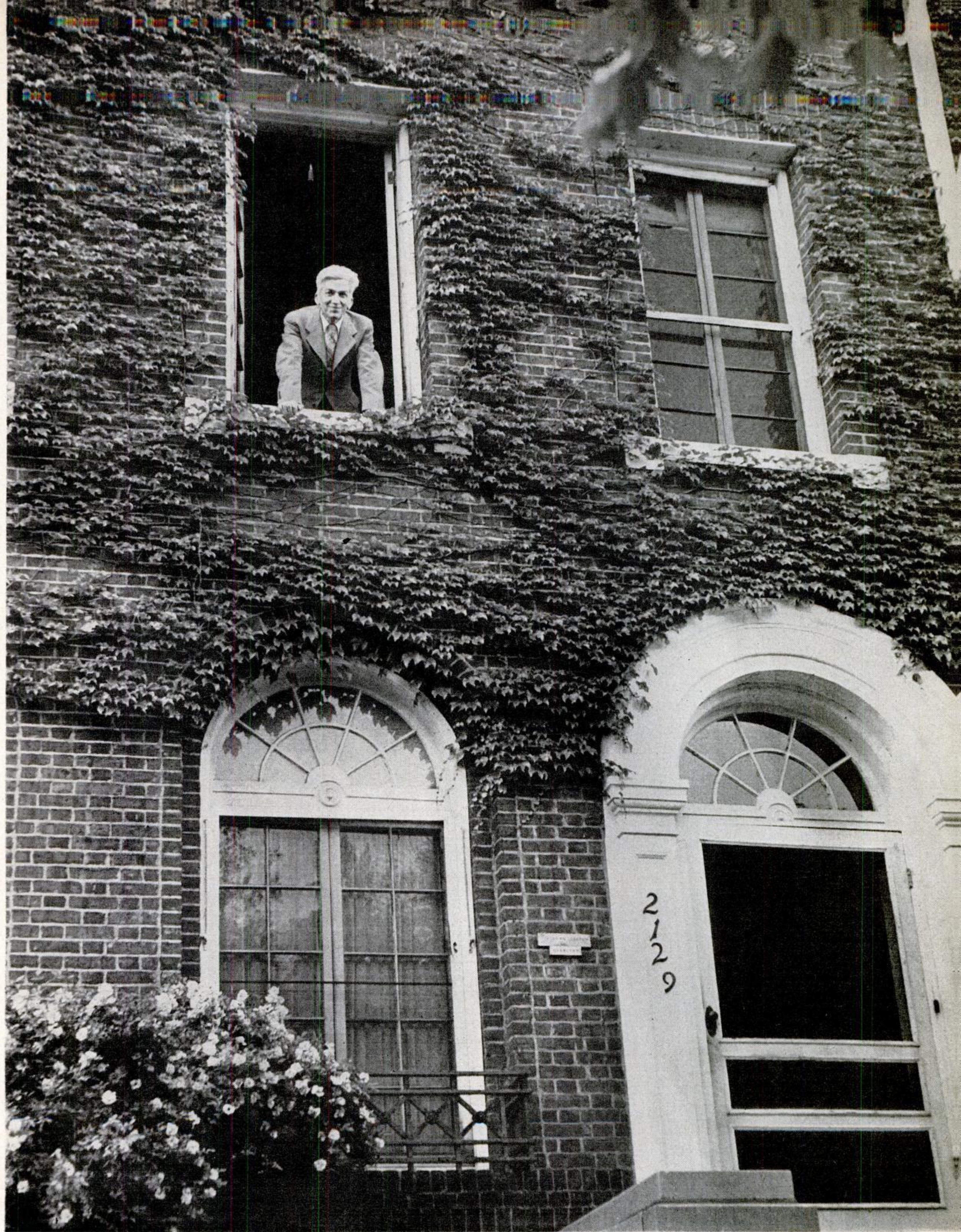
The Red capture of Hungary occurred a fortnight ago when moderate Premier Ferenc Nagy was vacationing in Switzerland. Communist Boss Matyas Rakosi telephoned Nagy with an ultimatum to resign or face "conspiracy" charges. Since Rakosi had full control of the police and had seized the premier's son as a hostage, Nagy was forced to yield.

In Washington, President Truman angrily denounced the coup and cut off Hungarian credits. But the Soviet Union—blandly following its own "Stalin Doctrine"—was unmoved. Last week Boss Rakosi was organizing a big new purge, and in nearby Bulgaria, Puppet Premier Georgi Dimitrov was cracking down on all opponents of the Red regime.



**DIPLOMATIC LICENSE PLATE** is removed from Hungarian minister's car as the result of his resignation.





**ONLY HAPPY HUNGARIAN** in Washington is beaming Andrew Sik, cultural attaché of the Hungarian lega-

tion. One of three legation members who did not resign in protest, Sik is an avowed Communist. Here he leans from

a second-story window of the legation building, obviously delighted at the developments in his unhappy homeland.



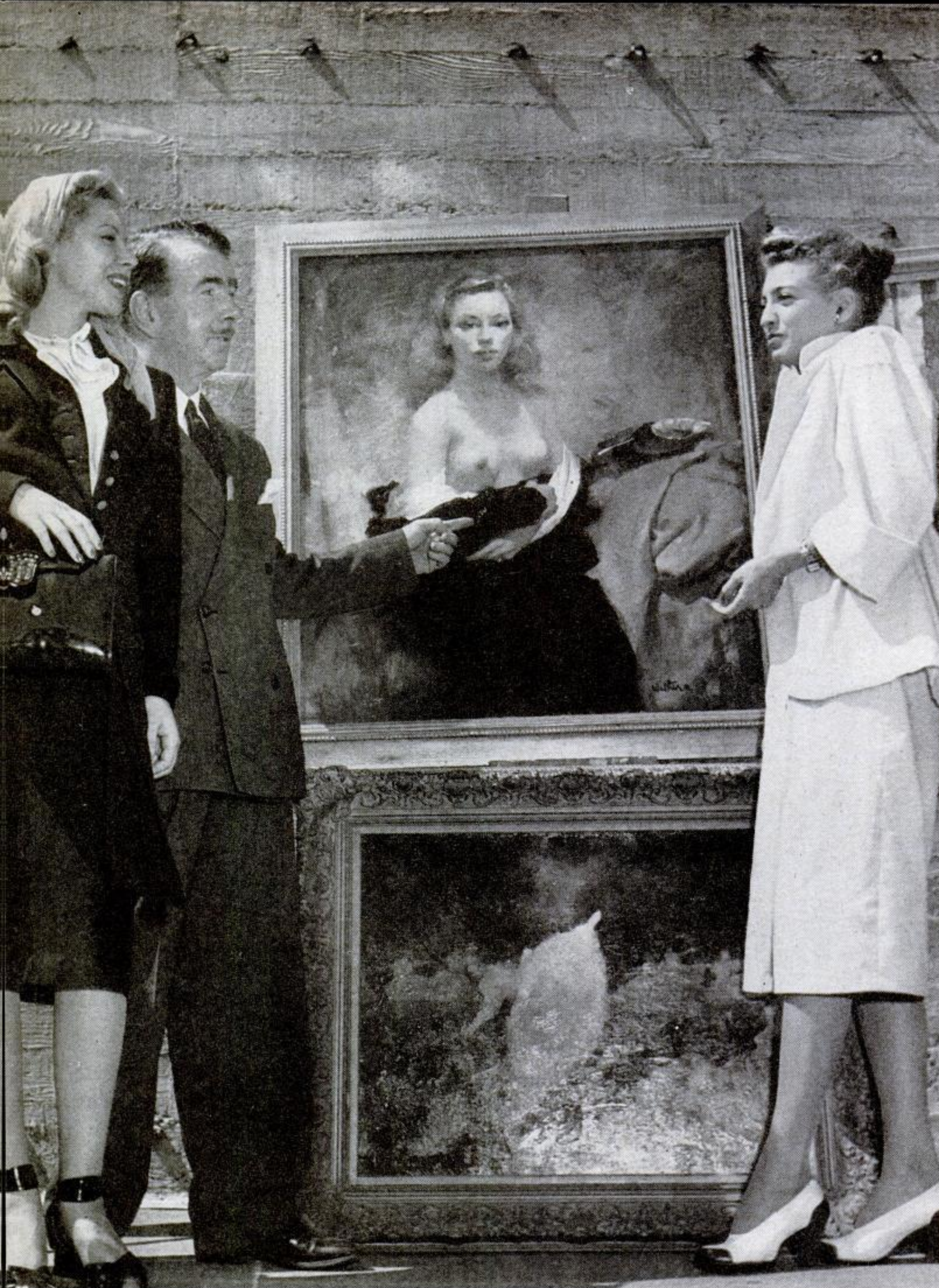
# ART BATTLE

**Conservative Los Angeles painters protest "radicals" hung in museum**

The sunny Sunday calm of Los Angeles was shattered a fortnight ago when irate local artists and members of three art clubs stormed the steps of the imposing Los Angeles County Museum. They were vociferously displeased with the paintings chosen to hang in the museum's current show. Demonstrations of protesting artists are nothing new in the art world, but normally the protesters are "advanced" or "modern" artists fighting against being locked out by academicians. In Los Angeles, however, where normality is not normal anyway, the tradition was turned about. The museum protesters were a conservative group which turned out pretty, recognizable paintings. They were annoyed because the show favored what they called "radical" and "subversive" art.

The outraged painters set up their own canvases on the museum's steps and terrace and along its walls as examples of what should have been shown inside. Then they marched around the museum, demanding that the director resign. Instead the museum's staid and somewhat startled director, James H. Breasted Jr. (a member, incidentally, of Princeton '32, p. 51), remained in his oak-doored office and quietly called the police. Three radio patrol cars rolled up to the museum's entrance and a swarm of police waded through canvases of sunsets, mountain landscapes, pretty nudes and Chinese vases. They told the leader of the conservative group to get going. He insisted instead that the cops arrest him. Stumped, the police let him alone while he went busily about getting signatures for an oust-the-director petition from museum patrons, most of whom signed happily without knowing what the fuss was all about.

Some of the conservatives then went inside the museum and gave impromptu lectures on "good" and "bad" art, choosing the bad examples from the paintings in the exhibit. By the end of the afternoon the museum's director had offered, as a conciliatory gesture, to expand the show next year, shrewdly suggesting it be held somewhere else.



WITH ARM AROUND HIS MODEL, ARTIST EDWARD WITHERS POINTS TO PORTRAIT REJECTED BY MUSEUM



**ARTIST** Edith Waldo could not understand why museum would not hang her painting *Sierra Peaks*.



**PICKETS** on museum steps were harangued by Withers, painter of *Carol* (top) and head of local art club. The police arrived shortly.



**ACCEPTED ART** in show included this by Boris Deutsch, 1946 winner of \$2,500 Pepsi-Cola prize.



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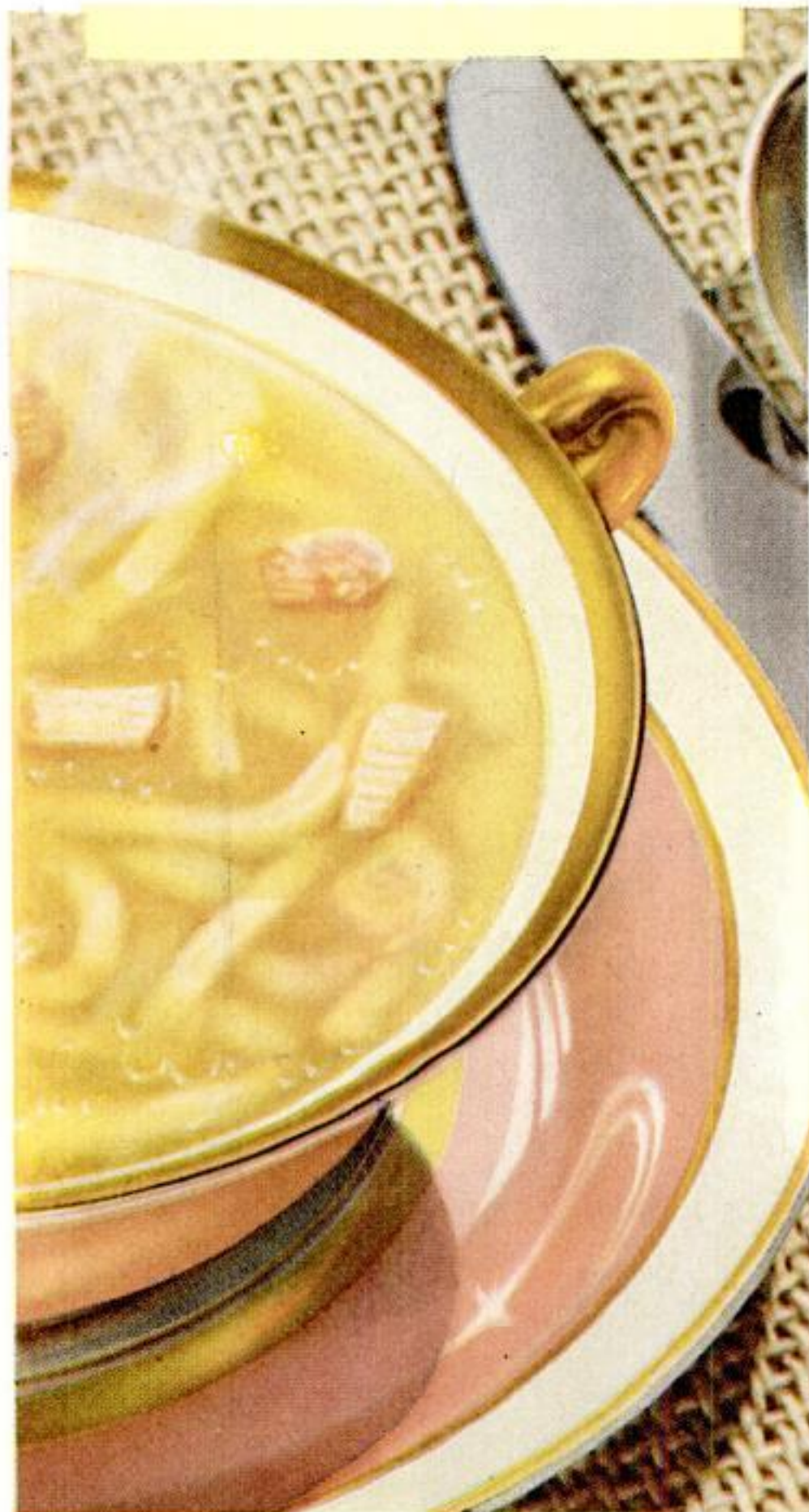


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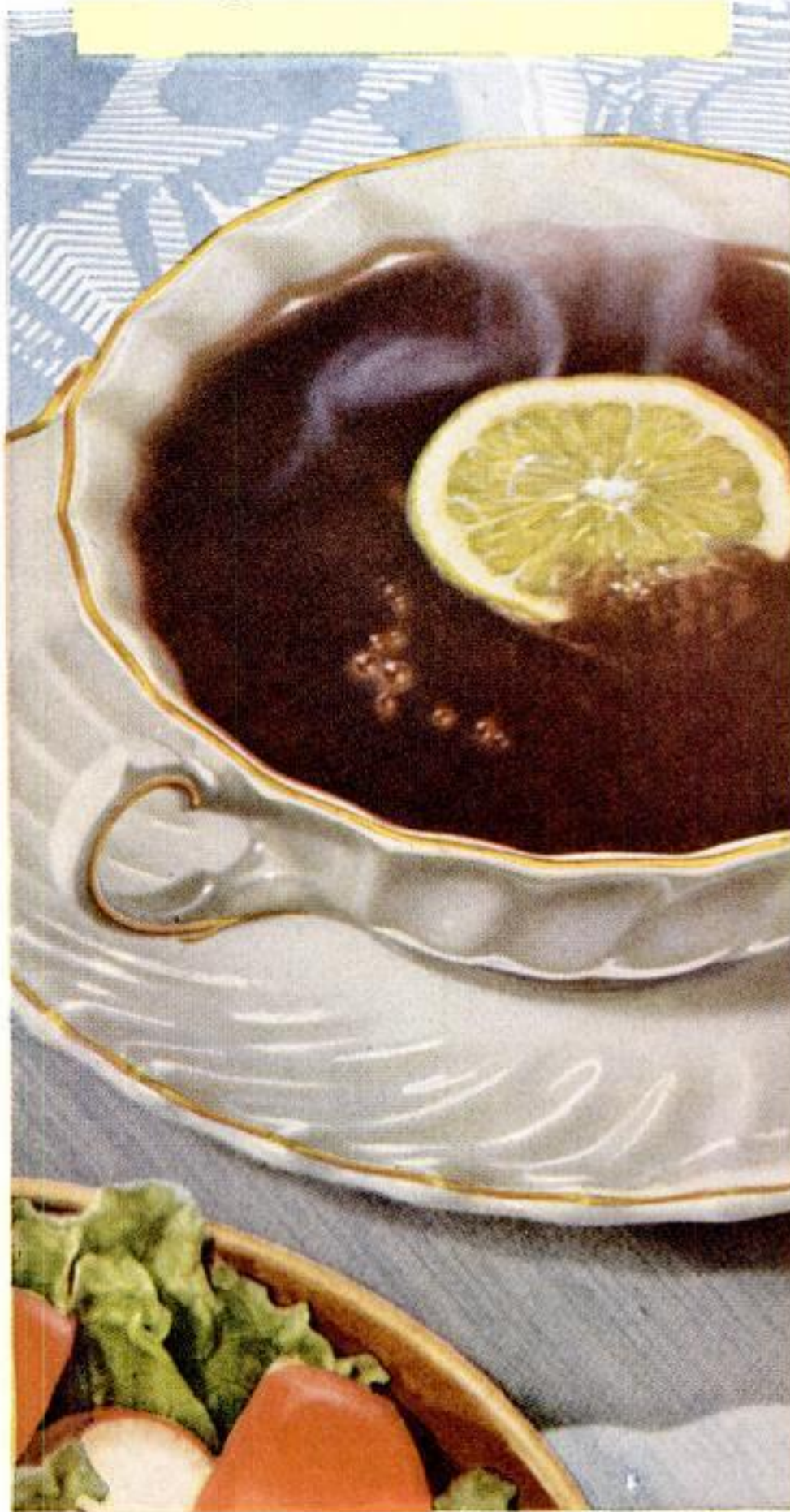
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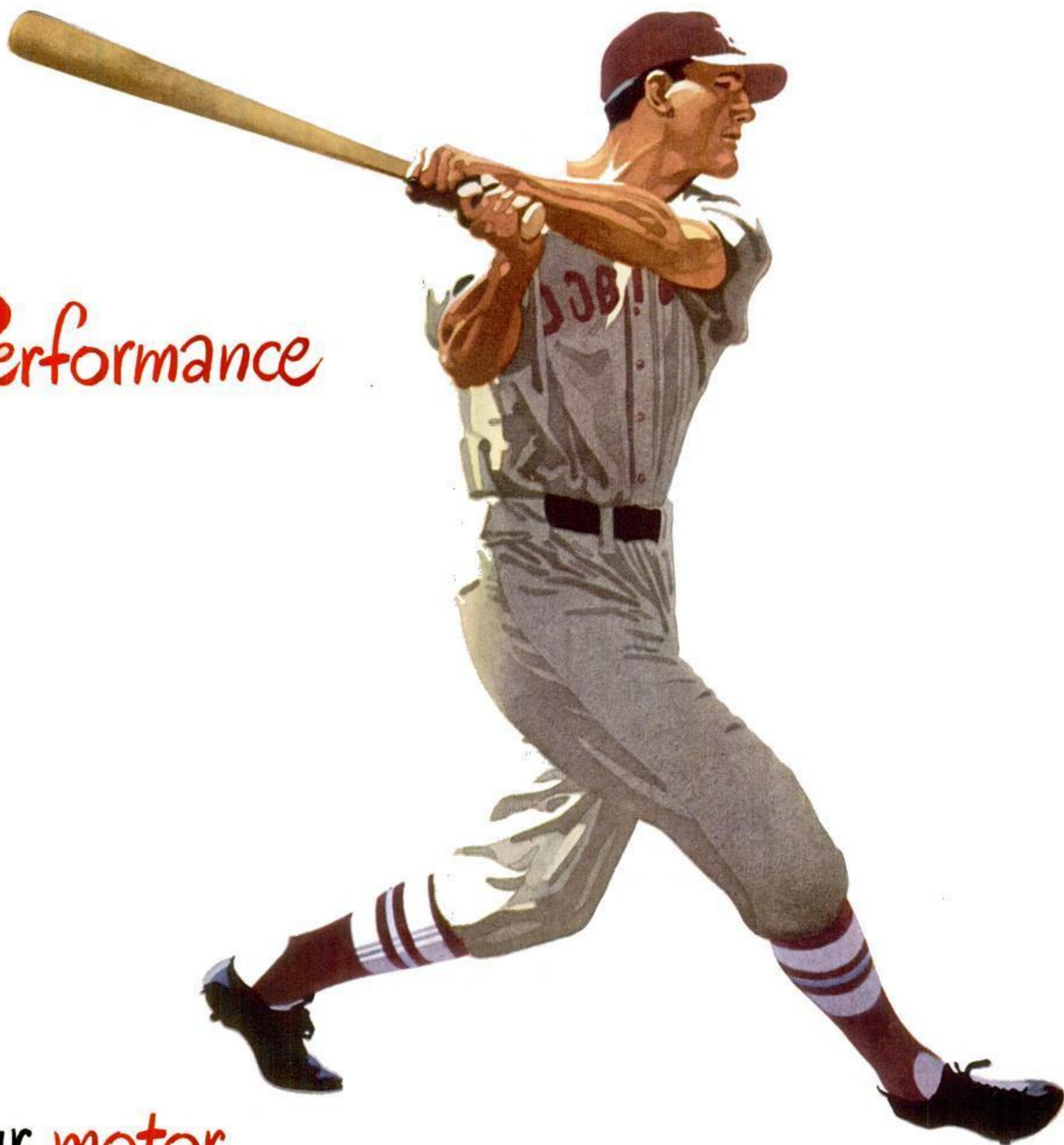
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# PEOPLE

## DENVER GETS A YOUNG MAYOR

After 20 years the people of Denver, Colo. finally tired of having 73-year-old Democratic Mayor Ben Stapleton run the city like an old patriarch and sleep through civic banquets. The city evidently needed new blood. On May 2 Denver got it.

The new mayor, 35-year-old J. Quigg Newton (*below*), was elected by a nonpartisan vote that included all parties. He could hardly have lost. He prepared for the job at Andover, Yale, and by mar-

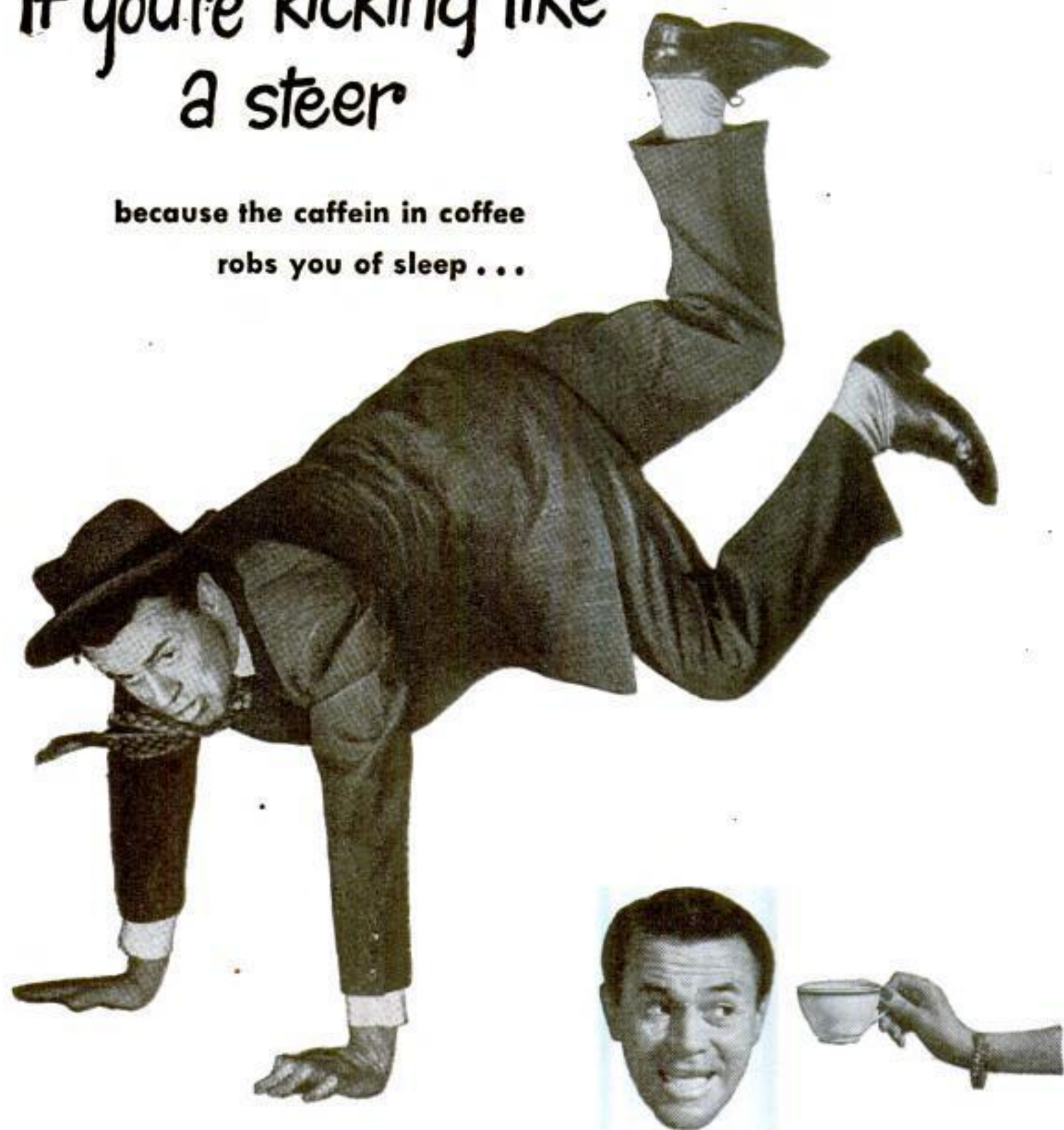
rying the daughter of a Denver Democratic boss. When Denver voters were informed that in addition to these assets he liked horses, square dances and picnics, Newton won by a near landslide. But the new mayor was not the only improvement. Explained the proprietor of a vegetable stand, "We voted in that nice young Quigg Newton and then we voted to fix that city charter so Young Quigg can't become Old Quigg just like Old Ben done."





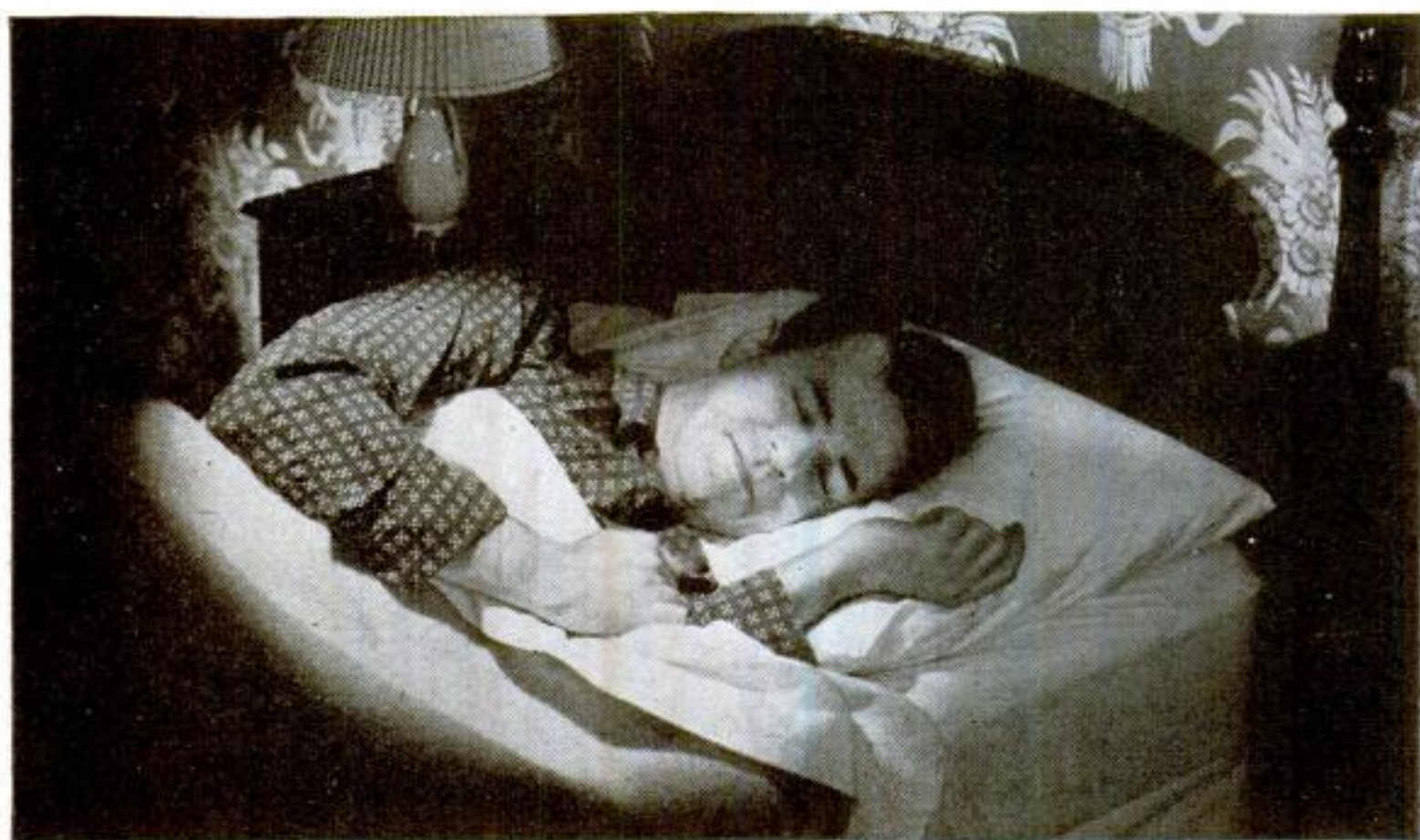
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PEOPLE CONTINUED

## ARGENTINA'S FIRST LADY

Eva Perón, former actress who is now wife of Argentina's dictator, made an appearance at the opera before leaving for Italy and Spain. To prepare her way Perón sent thousands of food parcels to Italy containing a picture of the couple and the compliments of "a generous nation inhabited by men of goodwill."



CONTINUED ON PAGE 48





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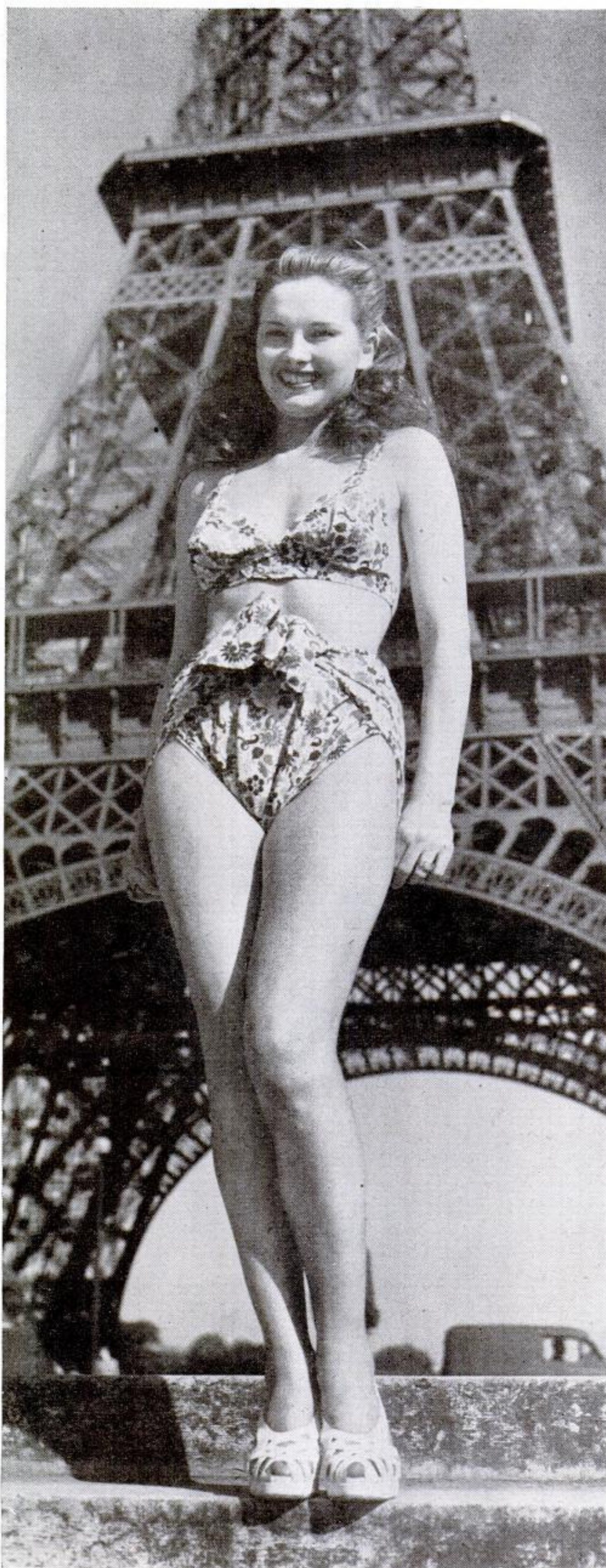
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PEOPLE CONTINUED

## FRANCE'S PERFECT BODY

Elyane Evrard, 24, poses against Paris' Eiffel Tower after winning the title of "France's Most Perfect Body" ("Le Plus Beau Corps de France"). Miss Evrard, who designed bathing suit she is exhibiting, now has a reputation as the most photographed girl in Paris. She also states that she wants to come to the U.S.



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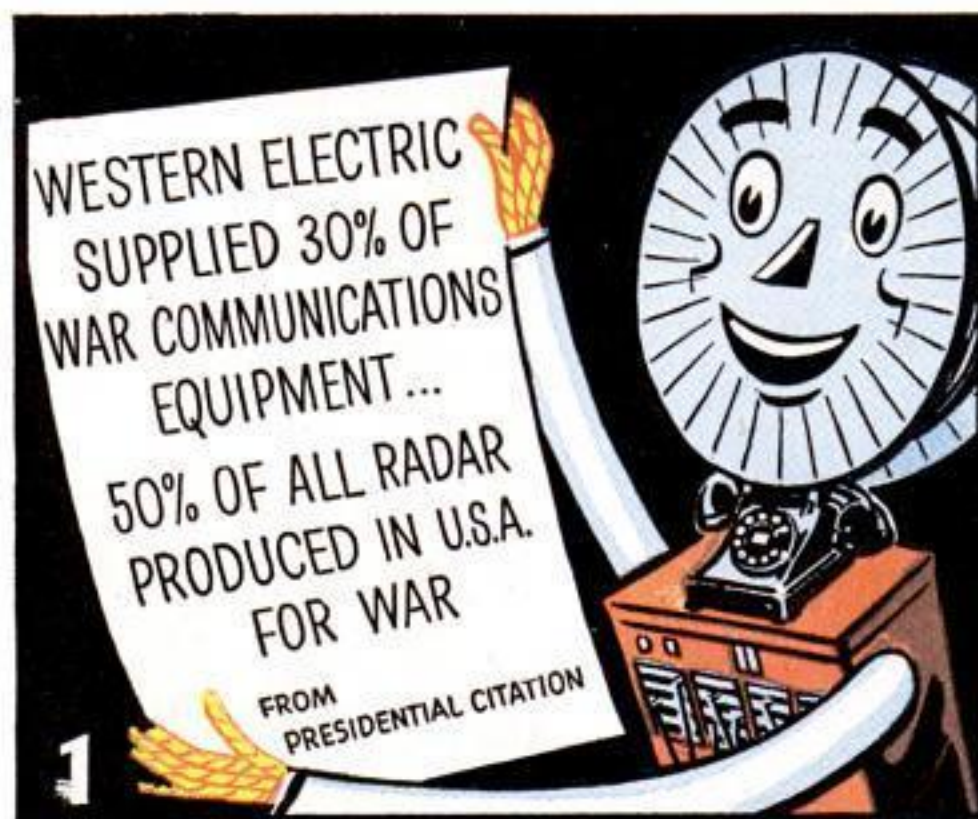
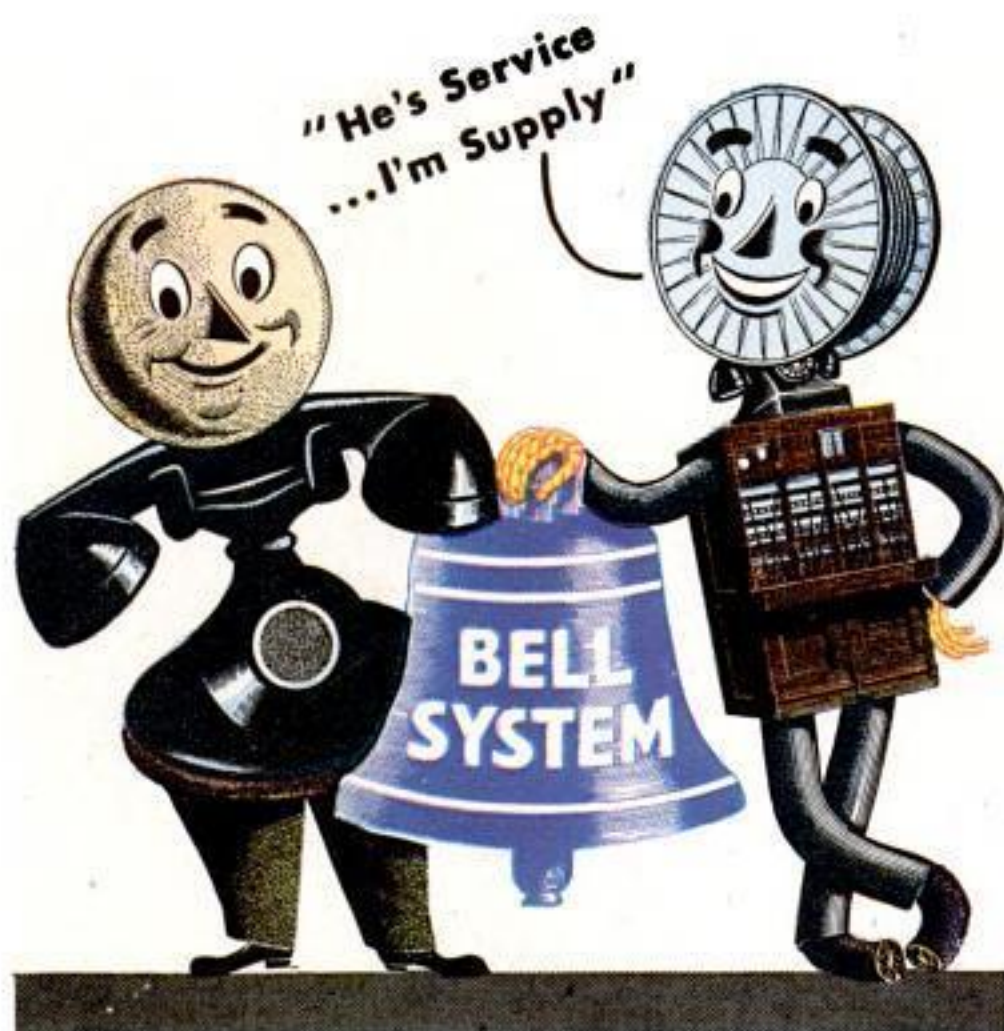
BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY





# News for YOU about Telephones

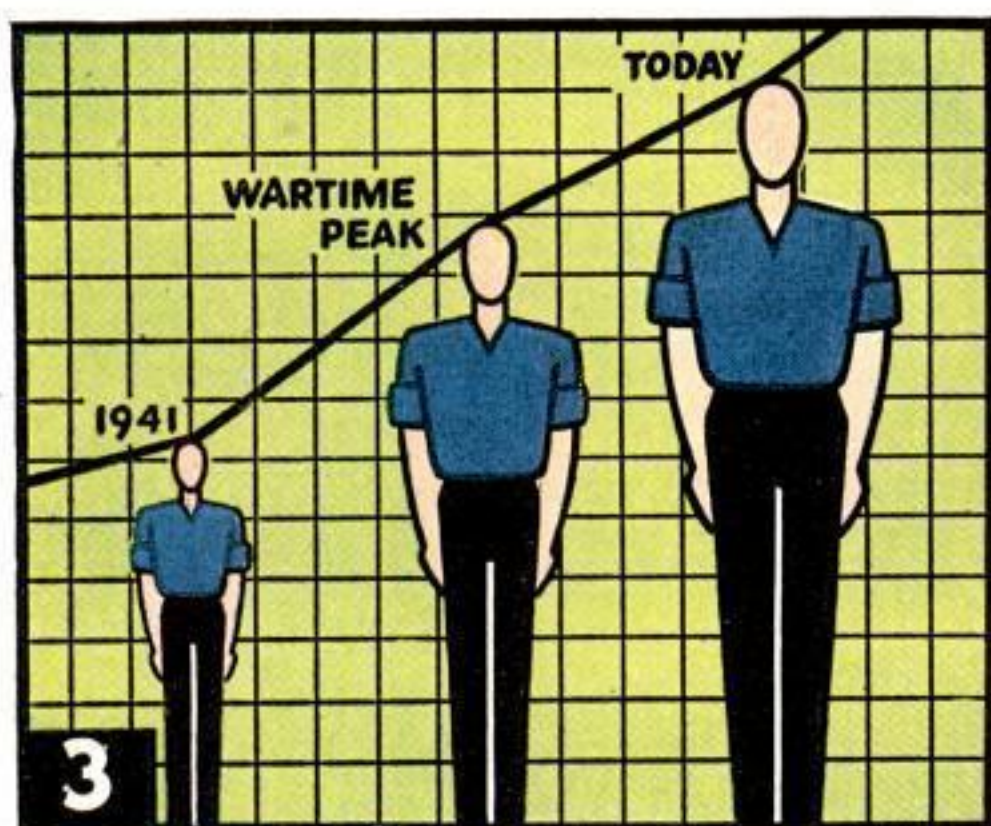
... from Western Electric — supply unit of the Bell System



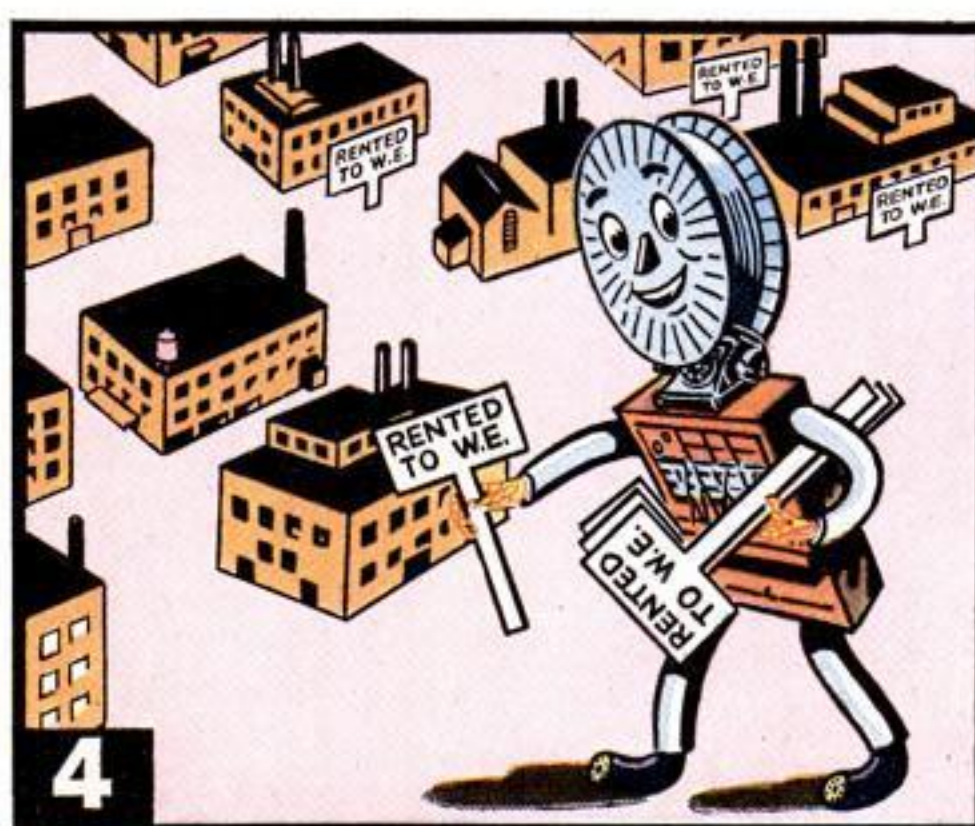
**1** **THROUGHOUT WAR** Western Electric poured out military communications equipment and radar—could make little civilian telephone equipment. V-J Day found plans set to get back *fast* to Bell System job.



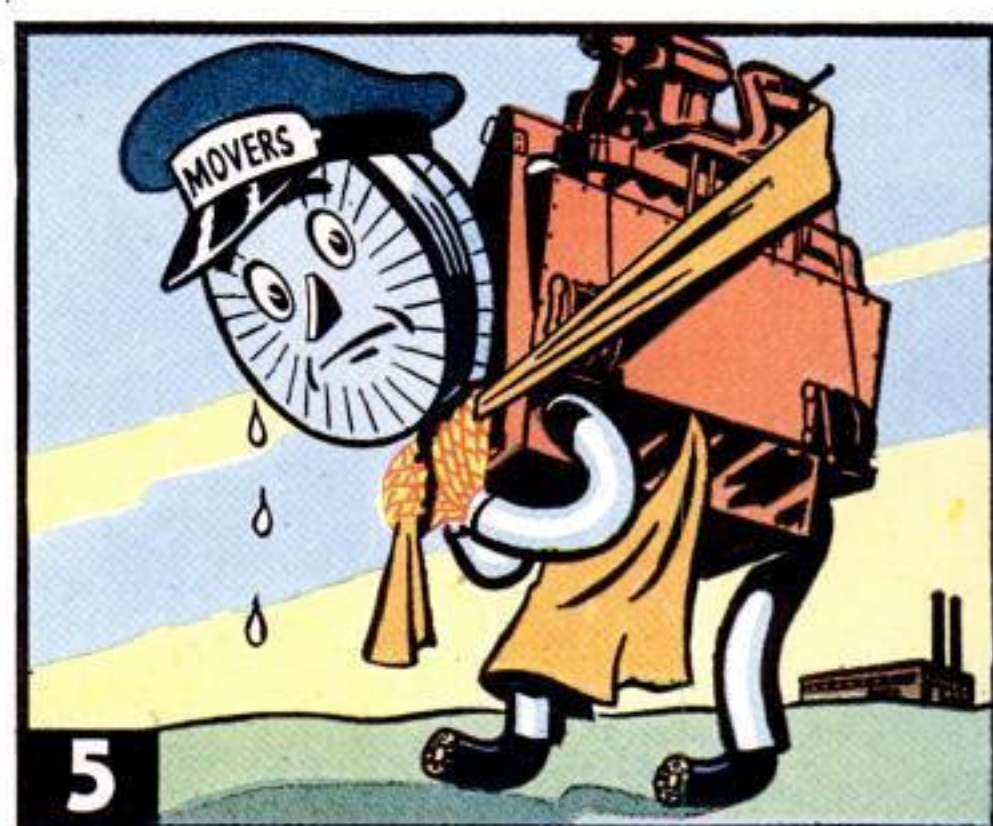
**2** **HUGE JOB AHEAD!** At war's end, 2,200,000 people waiting for telephones—central offices and circuits loaded by record use of telephone. Here's how Western Electric converted to biggest peacetime job.



**3** **ARMY OF PEOPLE HIRED** as the telephone job got rolling. Thousands of others were trained for new work. Over 120,000 on the job today—far above war-time peak of 97,416—nearly double 1941 total of 63,720.



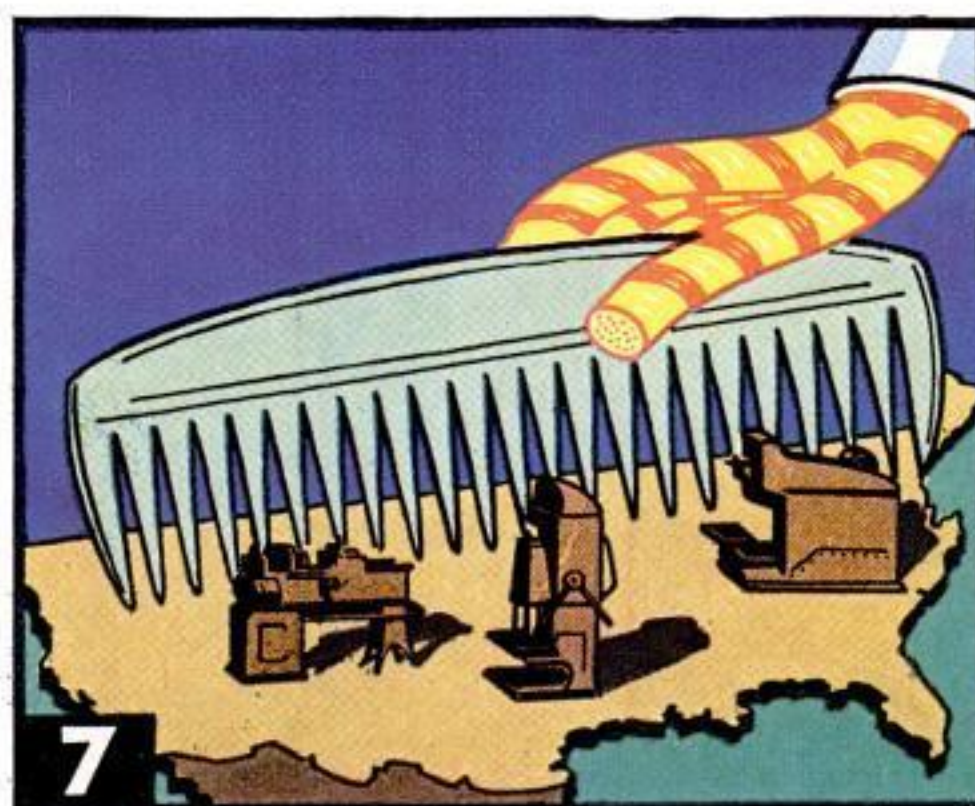
**4** **26 FACTORIES RENTED** to get space *quickly*. 19 plants originally rented for war were kept, 7 more leased. Total production space now owned and rented is more than 14,000,000 square feet—or 341 acres.



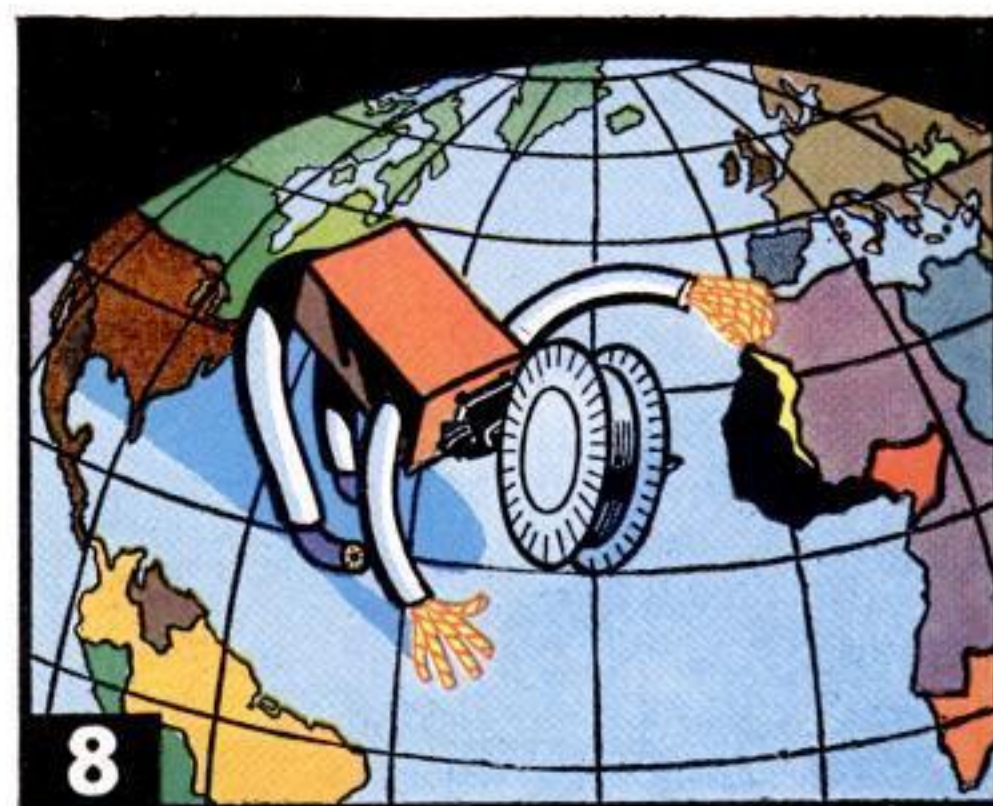
**5** **PRODUCTION LINES MOVED** without disrupting work! To boost output *fast*, many operations moved to new quarters. One telephone shop closed Saturday—re-opened Monday miles away with 3000 people at work.



**6** **SUB-CONTRACTORS WERE CALLED ON TO HELP.** More than 800 made urgently needed tools, parts, component equipment and cable. War surplus telephone materials also were purchased to help meet enormous needs.

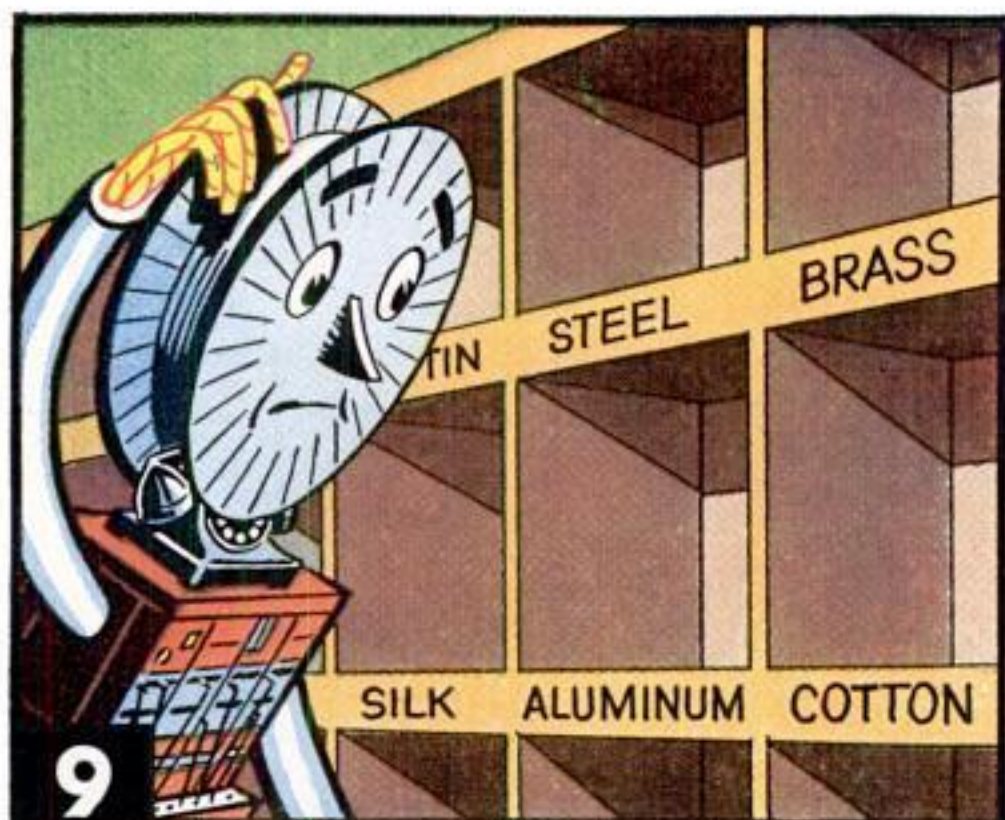


**7** **THE WHOLE COUNTRY WAS COMBED** for hard-to-get tools and machinery to put the manufacturing program into high gear. The success of this search helped make possible production breaking all records.



**8** **THE WORLD WAS SEARCHED** to overcome shortages of many critical materials needed in great quantities for making telephones, switchboards, cable, to speed Bell Telephone System's huge expansion program.





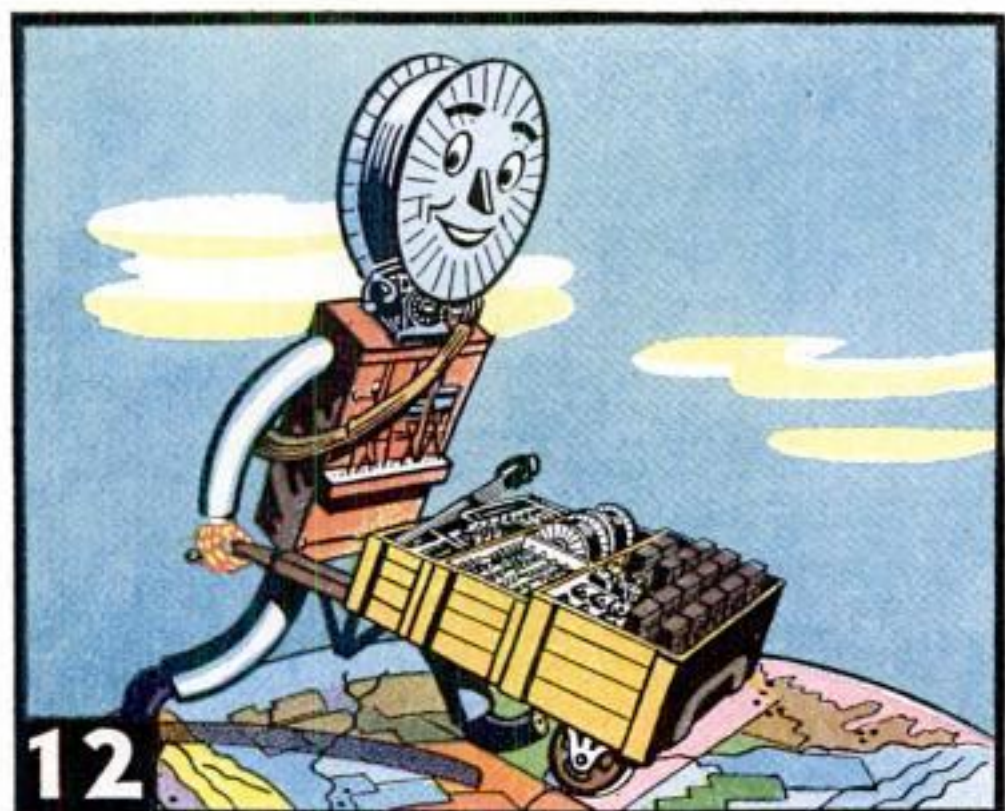
**9** **SUBSTITUTES GALORE** were found for unobtainable materials. In one shop using 1340 different items of raw material, 950 substitutions were made in 9 months—as many as 4 for one item. Production mounted fast!



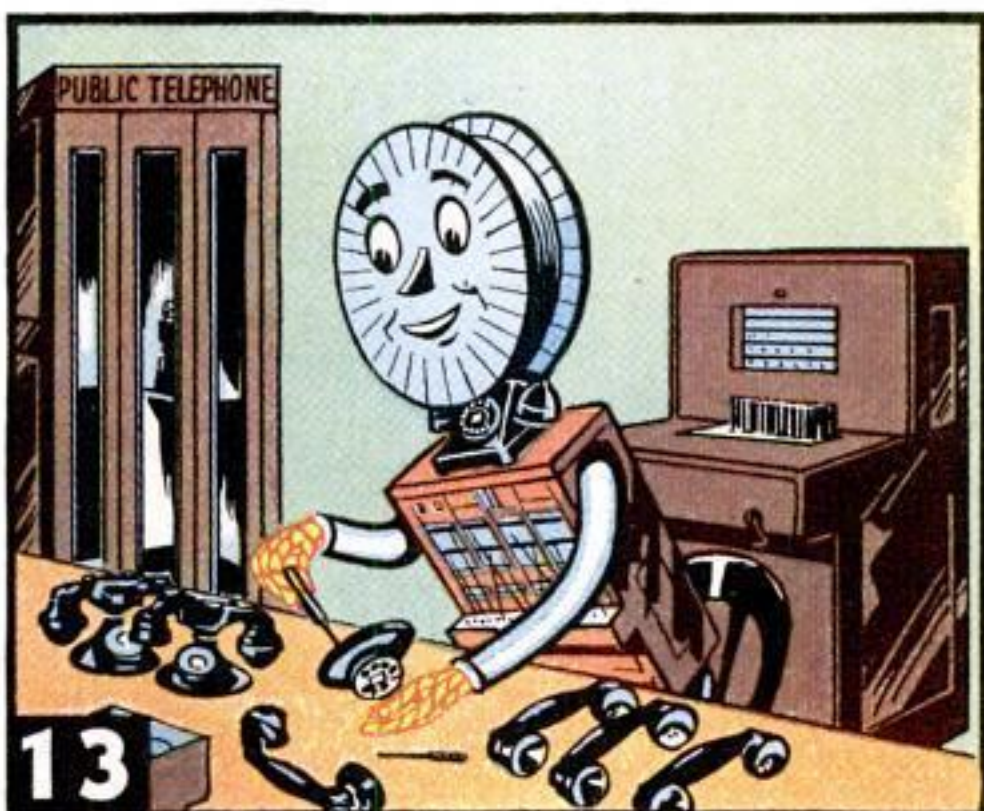
**10** **ENDLESS SLEUTHING FOUND SUPPLIES** for Bell System. 1946 purchases, including raw materials, from 15,000 suppliers, ranged from pencils to telephone poles, precious metals to wood pulp, exceeded \$250,000,000.



**11** **WORKING 'ROUND THE CLOCK** got the most out of plant. In 1946 Western Electric delivered to the Bell Telephone Companies more apparatus, equipment and supplies than in any other year in its 77-year history.



**12** **FROM COAST TO COAST**, Western Electric's distributing force rushed to deliver equipment and supplies to the Bell System. Each of 29 distributing houses, across the nation, stocks some 10,000 different items.

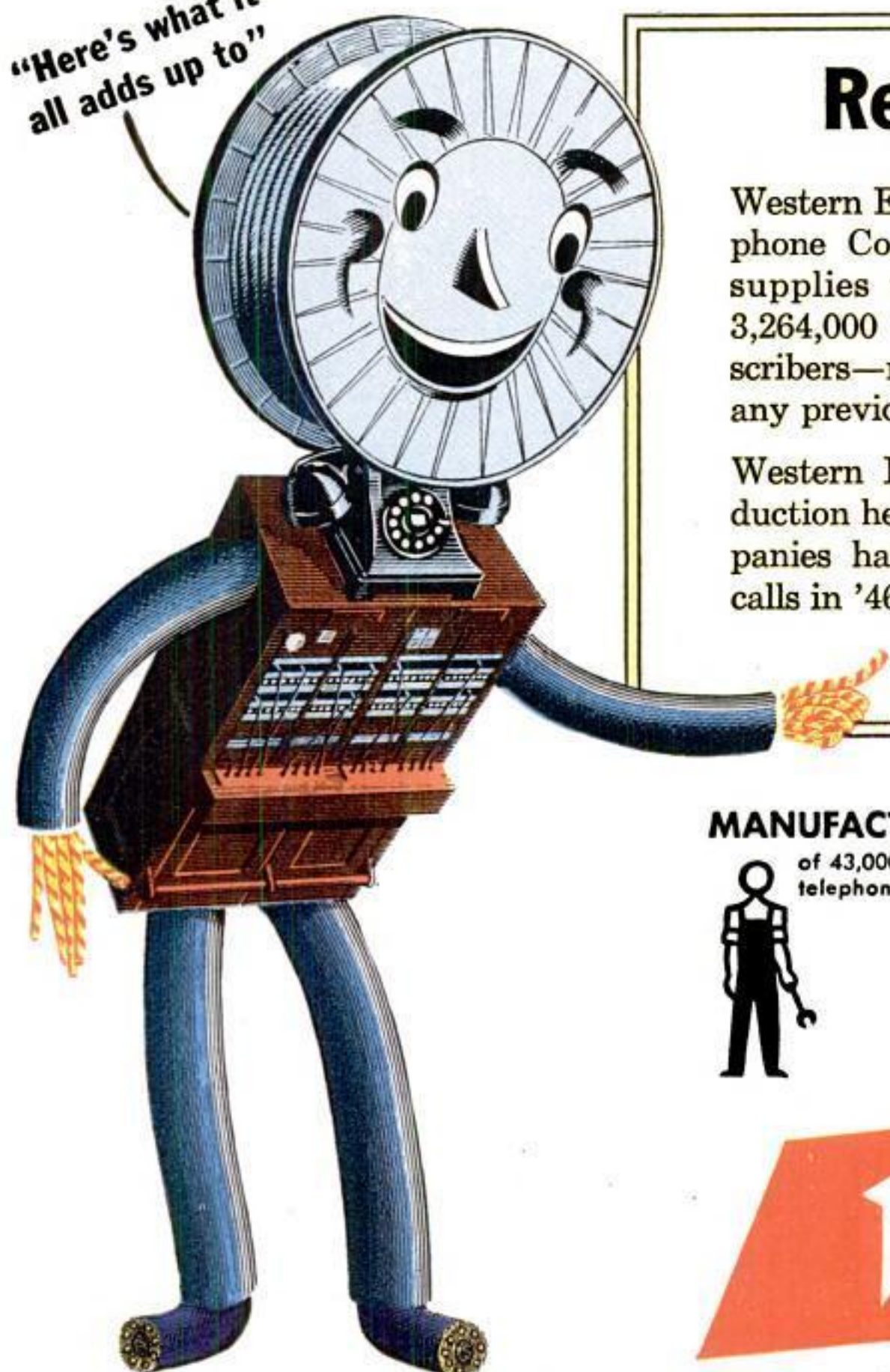


**13** **REPAIRING WORN TELEPHONE EQUIPMENT** has long been another job of the 29 distributing houses. The speed with which they put equipment back on its feet helped in meeting record telephone demands—*faster!*



**14** **INSTALLING CENTRAL OFFICE SWITCHBOARDS** and equipment in some 1200 localities monthly kept Western Electric's installation crews busy in '46. Thousands trained in this specialized work. Force is now 25,000.

"Here's what it all adds up to"



## Results in '46

Western Electric furnished the Bell Telephone Companies with equipment and supplies which helped them provide 3,264,000 additional telephones to subscribers—more than twice the increase in any previous year.

Western Electric's record-breaking production helped the Bell Telephone Companies handle 7 billion more telephone calls in '46 than in any previous year.

## Outlook for '47

Western Electric schedules call for far greater production in '47—for such enormous amounts of equipment as:

- Dial exchange equipment to handle, when installed, 2,222,000 additional lines;
- 8410 manual switchboard positions;
- Nearly 4,000,000 telephones;
- Telephone cable of all types containing over 49 billion feet of wire.

This tremendous output in '47 will go a long way to help the Bell Telephone Companies meet the nation's unprecedented demands for telephone service.

### MANUFACTURER...

of 43,000 varieties of telephone apparatus.



### PURCHASER...

of supplies of all kinds for telephone companies.



### DISTRIBUTOR...

of telephone apparatus and supplies.



### INSTALLER...

of telephone central office equipment.



# Western Electric

A UNIT OF THE BELL



SYSTEM SINCE 1882





# Vacation all the way—



*Space to Spare* at a low coach fare... with 12,000 more luxury seats now available daily in New York Central's three miles of gleaming new streamlined, post-war coaches.



*Laze and Gaze* at the scenic Water Level Route from the streamlined *coach* observation cars of such famous trains as *The Pacemaker*, *The James Whitcomb Riley* and *Empire State Express*.

*Explore Central's 11,000 scenic miles at LOW COACH FARES*

## on New York Central's new luxury coaches

STEP ABOARD the world's largest fleet of post-war luxury coaches, and you step straight into the midst of a glorious vacation. Shut the door on summer heat, and relax in air-cooled comfort.

You'll like the lean-back seats, panorama windows, and the up-to-the-minute luxuries of New York Central's new coaches. And they're here *now* to make your 1947 holiday a vacation *all the way!*

NEW YORK  
CENTRAL  
SYSTEM

### FREE 1947 Vacation Guide

Colorful booklet describes Holiday territories in "Central" land. Write to Room 1334Y, New York Central System, 466 Lexington Ave., New York 17, N. Y.

Name.....

Address.....

City..... State.....

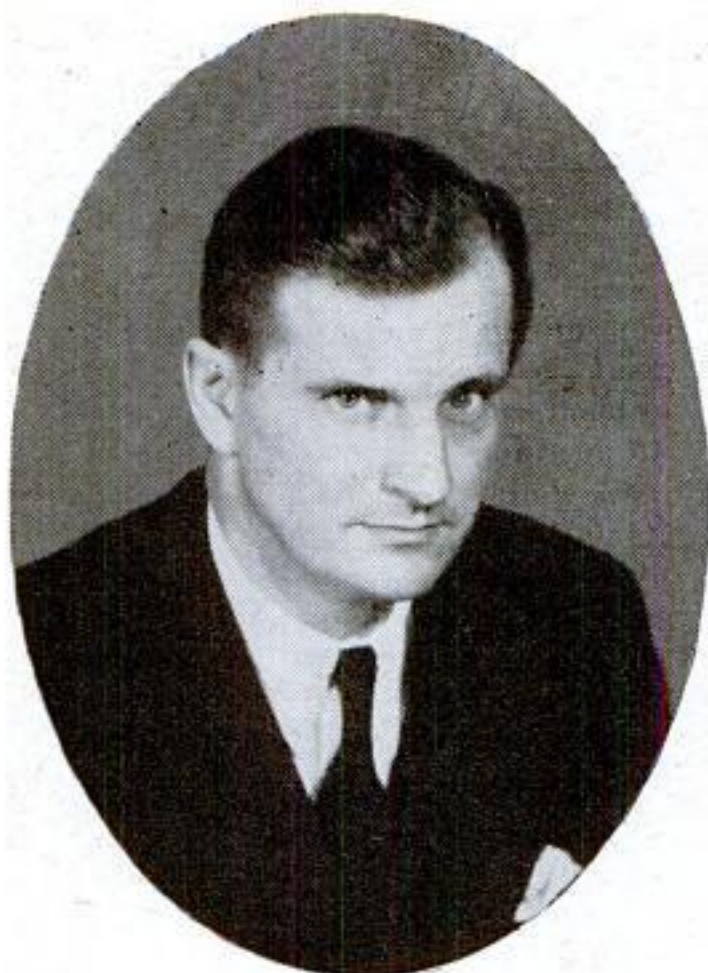
1947 is  
spotlighting  
the NEW in...

NEW

NEW YORK CENTRAL

The Scenic Water Level Route





**BIGGEST GRIND** in the opinion of his classmates back in 1932 was James Breasted Jr., son of the famous historian and Egyptologist. Breasted has studied archaeology himself and is now director of the Los Angeles County Museum.



# The CLASS of '32

Fifteen years later 273 Princeton men answer some personal questions

by MAITLAND EDEY

The author of the following article is himself a member of Princeton's class of 1932. Recently he sent his 591 classmates a questionnaire in order to prepare a short history of the class for its 15th reunion. He received 340 replies but because of time limitations was forced to confine his study to an analysis of the first 273 to come in. A breakdown of later replies did not, however, affect the figures appreciably.



**THINKS HE DRESSES BEST** title went to Harold Tasker, now a prize-contest manager. Tasker was also voted Thinks He's Biggest Snake and was runner-up as Most High Hat, Biggest Bluffer and Most Collegiate man in the class.



**MOST BRILLIANT** vote went to Richard B. Roberts. A mathematician and physicist, he was instrumental in developing U.S. proximity fuze. He has also done extensive work in nuclear physics, radar and on supersonic missiles.



**MOST RESPECTED** was C. E. Scarlett, now in the family shipping business in Baltimore. He was also voted Best All Around Man, Most Thorough Gentleman, Handsomest, Most Popular and Man Who Had Done Most for his Class.



**MOST LIKELY TO SUCCEED** was Laurance S. Rockefeller. He is now president of Rockefeller Bros. Inc., a member of N.Y. Stock Exchange and director of Chase National Bank, International Nickel Co., Eastern Air Lines.



**WITTIEST** was Jack Iams, who was also voted Most Entertaining and Most Original man by his classmates. After graduation Iams became a newspaper reporter, has since written half a dozen humorous novels and detective stories.

**A**MONG the many ivy-encrusted traditions of Princeton University is one called Senior Singing, wherein members of the senior class gather in the long spring evenings just before graduation for an hour or two of nostalgic college songs. A particular favorite goes like this:

Where, oh where are the wise old Seniors? . . .  
They've gone out from their Alma Mater. . .  
Safe, now, in the wide, wide world.

They are singing it again this week, just as they sang it 15 years ago when the class of 1932 was about to graduate. The only difference is that an overtone of mockery is now missing from the old song. In June 1932, with the great American depression at its exact mathematical bottom, the "wide, wide world" seemed anything but safe, and certainly nothing to sing about.

The following analysis of Princeton's class of 1932 shows what happened to one group of "depression babies." In a general sense the Princetonian of 1932 was typical of all college graduates except that he was wealthier. Also, in knowledge and experience of the practical world he was about as badly equipped as it was possible to be, reflecting the narrowness of his prep school education and the sheltered nature of his entire early environment.

Nevertheless when he graduated, Princeton '32 immediately gave two surprisingly acute indications of practical intelligence. In the first place, being able to afford it, he decided to postpone the vexations of earning a living by going to graduate school. About 40% made this decision. In the second place he was smart enough to break with a fine Princeton tradition of going into Wall Street. Whereas the halcyon days of the middle '20s had regularly drawn from a fourth to a half of the class into brokerage, banking and allied financial careers, only 11%, presumably with an eye on a penniless older brother, made that choice in 1932. A breakdown of what '32 did on graduation, follows:

|                                     |    |
|-------------------------------------|----|
| Law school . . . . .                | 52 |
| Graduate school . . . . .           | 39 |
| Banking and brokerage, etc. . . . . | 31 |
| General business . . . . .          | 29 |
| Salesman . . . . .                  | 28 |

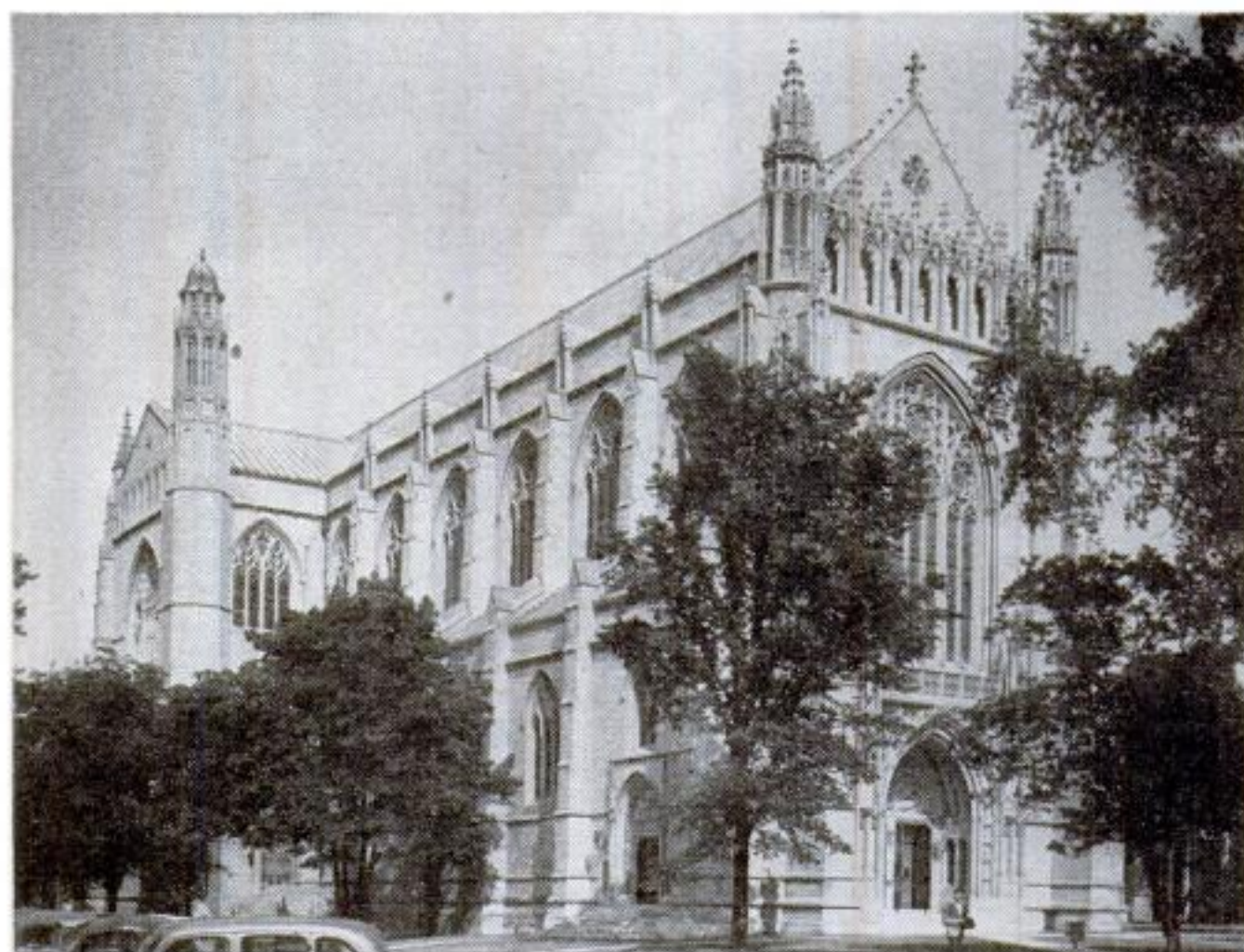
CONTINUED ON NEXT PAGE



*Watch the birdie  
...if you can*

But you're probably looking at  
our Cole Swimsuit Original with  
Matletex\* (where it matters most).  
Stock's still limited. To be sure, go  
to your nearest good store today.

\*COLE'S EXCLUSIVE METHOD OF ELASTICIZING  
FOR PERFECT FIT. \*REG. U. S. PATENT OFFICE.



CHAPEL ATTENDANCE was compulsory when '32 went to college, but this has failed to have much effect on '32's churchgoing habits after graduation.

### PRINCETON '32 CONTINUED

|  |     |
|--|-----|
| Medical school.....                                      | 20  |
| Journalism and writing.....                              | 10  |
| Day laborer.....   | 5   |
| Clerical.....  | 4   |
| Messenger.....   | 4   |
| Travel.....  | 3   |
| Other (includes failure to answer<br>the question) ..... | 48  |
|  | 273 |

The category "other" presents an interesting sidelight on what a college degree could do for one in the summer of 1932. It includes process server, merchant seaman, riding instructor, animal trainer, repairman, truck driver, bellhop, gas-station attendant; also enlisting in the Belgian army, mowing lawns and shoveling sawdust.

Surprisingly enough, this inauspicious plunge into hard times has paid off handsomely. Although it would have been impossible to convince him of the fact at the time, '32 could not have picked a better year to graduate. The difficulties of finding a job, the grinding necessity of hanging onto it by hard work, the smallness of the pay, all have so sharpened his wits and prevented him from developing any expensive habits that today he earns more than other Princetonians both older and younger than himself. Complete figures on earnings of the different classes have never been compiled but the following are significant. Inasmuch as it would be dangerous indeed to assume that '32 is actually smarter than other Princetonians, it must be concluded that his depression experiences have helped him:

|                                 |         |
|---------------------------------|---------|
| Class of 1911 after 18 years... | \$6,500 |
| Class of 1912 after 25 years... | 6,750   |
| Class of 1921 after 15 years... | 5,289   |
| Class of 1932 after 15 years... | 9,543   |
| Class of 1937 after 10 years... | 5,600   |

**Total income: \$11,902**

IN addition to his earnings of \$9,543, '32 has an income from savings, gifts and inheritance. This amounts to \$2,359, giving him an over-all income of \$11,902. From this he contributes \$638 a year to charity, or a little over 5%.

A few men in the class are really rich:

| top earnings | top unearned income |
|--------------|---------------------|
| \$30,000 (2) | \$10,000 (3)        |
| 32,000 (1)   | 14,000 (2)          |
| 33,000 (1)   | 20,000 (1)          |
| 35,000 (3)   | 30,000 (1)          |
| 40,000 (1)   | 35,000 (1)          |
| 50,000 (1)   | 90,000 (1)          |
| 70,000 (1)   | 105,000 (1)         |

There has been surprisingly little jumping from job to job on the part of '32. Seventy-six men have had only one job, although one man has had 14. The class average is 3.3 jobs per man since graduation. Those who have stuck to their knitting have done better than those who have flitted about excessively. Earnings for those who have had 10 or more jobs average \$7,866, although the man with 14 jobs now makes \$9,000, which is very close to the class

CONTINUED ON PAGE 54



B

is for BEAR

For my money  
I'll take honey.  
There's nothing quite so nice.  
If this fling  
Brings a sting—  
It's worth the sacrifice.




C

is for CAT

When it comes to procuring  
Something alluring,  
I'll take any risk that is needed.  
For a fish I would sail  
On a crocodile's tail—  
And stay there until I succeeded.



 A bear loves honey, and though  
it may do him no harm it's  
hardly a well-rounded diet.

The fish a cat loves, however, contains protein  
superior to any other form of animal protein  
for a cat's proper growth and maintenance—  
as scientists have known a long time.

What the scientists mean by "fish,"  
of course, is "whole fish," not merely parts.

That's why 85% of a can of Puss 'n Boots  
Cat Food is fresh-caught whole fish. You can be  
sure that it contains all the protein, minerals,  
vitamins and oils (including those  
generally reserved for other uses) that are  
natural to fish and so beneficial to cats.

But Puss 'n Boots also contains carefully  
selected cereal grains and other elements, too.

These have been added to supply roughage  
and certain desirable carbohydrates, vitamins  
and minerals. Ground-up and cooked with  
the fish, they make Puss 'n Boots  
a complete, well-balanced diet.

If your cat's eyes or fur are dull, if he's irritable,  
listless, or irregular in his habits—he may be  
suffering from a diet deficiency.

The fact that he may appear to eat with  
normal appetite may be simply because he has become  
accustomed to the food put in front of him.

For a diet that's both tasty and complete,  
thousands of owners, breeders and veterinarians  
recommend Puss 'n Boots.

Cats love it, and since it's scientifically prepared  
for them, it meets their particular nutritive  
needs. It's America's leading cat food.

Puss 'n Boots is at your grocer's now—maybe not in as great a quantity  
as you'd like, but more is on the way every day.

**Puss 'n Boots**  
C is for Cat . . . and so is Puss 'n Boots 





# Don't Delay if Your Gums Bleed

...it may mean

## GINGIVITIS



### 4 out of 5

#### May Get This Enemy of Handsome Teeth and Firm Gums

TOO MANY people today have Gingivitis and at first may not even suspect they have it.

SOME OF THE FIRST WARNING SIGNS may be gums that bleed (even a tiny bit) when you brush your teeth or are sensitive to touch.

NEVER NEGLECT this common gum inflammation because neglect often leads to Pyorrhea with its soft, receding gums and loosening teeth, which only your dentist can help. See him every 3 months. Then at home do this:

#### To Help Gums Be Firmer— Teeth Naturally Bright

MASSAGE YOUR GUMS twice daily with Forhan's Toothpaste—the remarkable formula of Dr. R. J. Forhan—made especially for BOTH massaging gums to be firmer and cleaning teeth to their natural sparkling lustre.

THEN NOTICE HOW refreshed and invigorated your gums feel—how sparkling clean your teeth look—even after the first trial.

START USING FORHAN'S today. Results should thrill you! Buy at any drug, department or 10¢ store.

NO HARSH ABRASIVES IN FORHAN'S!

use  
**Forhan's**  
with massage

FOR FIRMER GUMS—CLEANER TEETH

## PRINCETON '32 CONTINUED

average. Today 87 work for themselves, 172 work for others, 12 do both and two are unemployed.

Contrasting the grind, or honors' man, with the athlete reveals the uselessness of muscles in the outer world. The class of '32 had 31 Phi Beta Kappa men, whose average earnings today are \$10,517. The 48 varsity lettermen earn only \$8,260.

But the five aristocrats of the class, the scholar-athletes who won both a Phi Beta Kappa key and a varsity letter, have done the best of all. Their earnings now average exactly \$11,000 a year.

The next characteristic to emerge about '32 is his passion for domesticity. Ninety-one percent of the class is married, considerably more than the 76% for all 30- to 39-year-old college graduates. He is also much more happily married than his fellow Americans. Fewer than 6% of the class has been divorced, although the total divorce rate in the U.S. now runs in the neighborhood of 31%. Average age at marriage (including remarriages) is 27 years and three months for the men, 24 years and nine months for their wives. Considering the low divorce rate for the class and the advanced age at marriage, it is reasonable to suppose that these two things go together, particularly when the marital experiences of the "child brides" and "child grooms" are examined. Seven members of the class were married at 21, two at 20 and one at 19. Seven of the wives were married at 19, two at 18 and one at 17. In this group (totaling 20 acts of marriage) there were six divorces, which is about five times the over-all divorce rate for the class.

'32 also likes children, but in small numbers. To date the class has 244 boys and 221 girls. Seven children have died.

Children per family: 0 1 2 3 4 5 6  
35 49 97 49 16 1 1

Of the 35 childless couples, 22 (63%) wish they had or are planning to have children, most of them being in the "just married, give me time" category. Five men (14%) state that their childlessness is deliberate: "First too poor, now too old," says one man. The remaining 23% did not reply to the question. Four hundred and sixty-five children may seem like a lot in 15 years, but it averages only 1.7 per man. The somber fact remains that '32 is not reproducing himself.

### They like drinking, bridge

MOST members of the class consider reading and family affairs their primary interests. In addition they enjoy drinking (87 votes), bridge (77), woodworking and home craft (68) and gardening (46). Other more specialized interests are cutting wood (2 votes), sex (2), cobweb-making (1) and pool (1).

With drinking leading the list as an avocation, it deserves further analysis. Fourteen men do not drink at all. One of these has ulcers. Another is a member of Alcoholics Anonymous. Fifty-one drink only occasionally: "My kidneys, you know." Most of the men (168) indulge in steady but moderate drinking: "Usually two slugs a day," "Cocktails before dinner," "A couple extra on Saturday night." Thirty-two admit to being heavy drinkers. One man downs three quarts a week, another a quart a day. Most of the others merely say they drink "TOO MUCH," with anywhere from one to five exclamation points for emphasis.

The husbands are somewhat scornful of their wives' interests, particularly their passion for club activities: "university club, a dismal flop," "bridge clubs, words fail me," "Junior League, nuts!" A few specific hobbies are irksome: "She plays the harp. I don't like standing around till the orchestra leaves so I can pack the harp away." One man comments with some bitterness, "She has no interests but she should have, particularly sex."

In the field of culture '32 has not quaffed a very heady draught at the Muses' well, although many of its members have been sipping fairly steadily at the bubbles on the top. Most of them read. They read magazines, newspapers, fiction, history, biography, detective stories, travel books and poetry—in that order. Some claim to read 50 or 100 books a year, but the class average is only about 10. In senior year at college they picked *If* by Kipling and *Tom Jones* by Fielding as the greatest works of poetry and prose, respectively, in the English language. Now, 15 years later, they pick *If* and *Tom Jones* again by huge majorities, apparently more a triumph of tradition than taste. There may be a skeptic in the crowd who will maintain that *Three Blind Mice* and *Little Black Sambo* would have won if the voters had been reminded that they once so voted, but this is pure hypothesis and need not concern us here.

The participation of '32 in the arts is spectacularly low. It has produced no great novel, no poem, no essay, no historical work, no symphony, play, skyscraper, painting or etching. It boasts no singer, no violinist or pianist of note. In fact it has produced only one

## How easy...to have Odorless Freshness



Sani-Flush takes care of one chore faster, surer, easier. You just sprinkle it. And real, odorless freshness is achieved because Sani-Flush cleans and disinfects the toilet bowl thoroughly. It works chemically. Germ-laden stains and film are removed. There's no work...no messy scrubbing.

Won't harm septic tank action. Good in hard or soft water. Sold everywhere. Two handy sizes.

### Sani-Flush

USE IT  
REGULARLY



#### IF YOU HAVE A SEPTIC TANK

You'll be interested in a free, scientific report that proves Sani-Flush will not injure septic tanks or hinder their action when used to clean toilet bowls. Address The Hygienic Products Co., Dept. 217, Canton 2, Ohio.

### QUICK, HENRY, THE FLIT!



Don't worry about where they come from—just use FLIT on 'em. FLIT kills roaches, waterbugs, beetles—FLIT also works sure death on flies, moths, ants, gnats and bedbugs. FLIT is fast—stainless when used as directed. Never be without FLIT. Get it today.

# FLIT

IMPROVED WITH DDT

KILLS roaches, mosquitoes, flies  
Copr. 1947, Stanco Inc.

CONTINUED ON PAGE 57





## Sleep like a log Wake like a lark



BY NIGHT . . . electric Telalarm Jr., quiet as a thought, invites you to forget the world in sweet, deep, wonderful sleep.



BY DAY . . . your refreshing slumber leads to a cheery start. You can't sleep through, for the electric alarm keeps ringing until you shut it off.

Electric Telalarm Jr. is a slumber number. It helps make those "I-heard-that-clock-all-night" jitters a thing of the past. It's soothing with its silence, assuring with its accuracy. You can depend on Telalarm Jr. for years of right-on-the-dot time, because, like every Telechron clock that has ever been made, it has the self-starting Telechron motor that's known for long, sure service. Ivory-colored plastic case. No mail orders, please . . . see your Telechron dealer. Telechron Inc., Ashland, Massachusetts.

Telalarm Jr.  
Actual size shown

**\$4.95**

For your ear alone . . . TELALARM JR. is also available with the exclusive CONTROL-A-TONE alarm that you can regulate loud or low, as you like—and with luminous case, hands, and dial . . . \$6.50

TELALARM — slightly larger size — luminous hands and dial — bell alarm . . . \$6.95

**Telechron**  
REG. U. S. PAT. OFF.  
**ELECTRIC CLOCKS**

All prices PLUS TAX — prices and specifications are subject to change without notice.





## *The Waltz She Will Always Remember*



### *Musical Fun for Everyone*

Celebrating a marriage, an anniversary or some other highlight in your life? Make it a party you'll always remember.

Go where they have a Wurlitzer. Music by the best entertainers and bands in the land will add a gay and tuneful touch to the occasion.

Long after the party is over, the Wurlitzer melodies that brightened those fun-filled moments will linger to stir priceless memories of the time, the place and the friends who helped you celebrate. The Rudolph Wurlitzer Company, North Tonawanda, N.Y. ★★ ★ See Phonograph Section of Classified Telephone Directory for names of Wurlitzer Dealers.

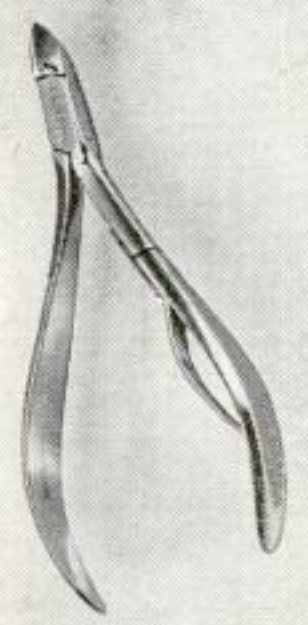
The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer.



#### THE NAME THAT MEANS *Music* TO MILLIONS

The music of Wurlitzer pianos, accordions, commercial phonographs and electronic organs is heard "round the world." The Rudolph Wurlitzer Company is America's largest manufacturer of pianos all sold under one name...also the nation's largest, best known producer of juke boxes and accordions.





Use the  
Manicure Implements  
**PREFERRED**  
BY PROFESSIONALS

La Cross  
Cuticle Nippers  
Finest cutlery steel  
—razor keen  
blades—\$3.50

**La Cross**  
Schnefel Bros. Corporation,  
630 Fifth Ave., New York 20

**Here's the  
MIRACLE ADHESIVE  
written up in  
Reader's Digest**



Miracle Adhesive—worked wonders in the war—it will work “miracles” in your home, too. Fastens things together you wouldn't believe possible. Nothing like Miracle. Get a tube today from your local dealer or write to Miracle Adhesives Corp., 852 Clinton Avenue Newark 8, N. J.

*As famous as the Boardwalk  
on which it stands.*


KENNETH W. BAKER General Manager  
LEONARD G. RUNDSTROM Resident Manager



**The TRAYMORE**  
ATLANTIC CITY

**HORLICKS**  
**MALTED MILK TABLETS**

The good things  
of milk  
and malt



Between deals, between bids,  
the Horlicks bottle fits  
right in your hand

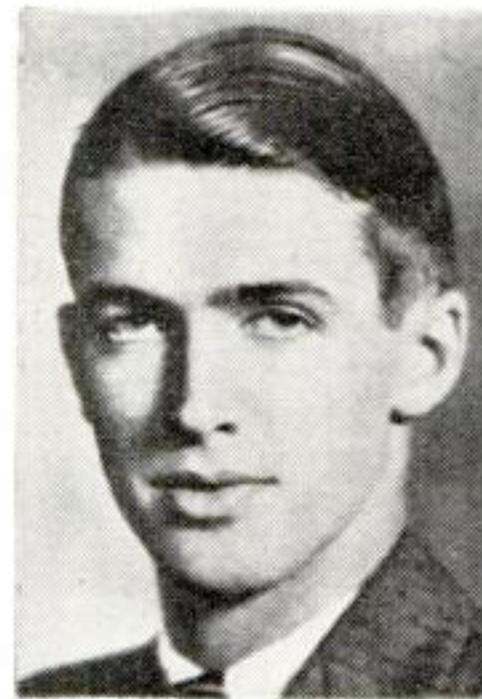
NATURAL OR SWEET CHOCOLATE FLAVOR, STILL ONLY 10¢



**Indian**  
WORLD'S FINEST  
MOTORCYCLE  
SPRINGFIELD, MASSACHUSETTS

man who is known to America by his artistic works, Jimmy Stewart of the movies. This is not for lack of trying. A good many men write in their spare time. Six write for a living, but in almost complete obscurity. Four sing, but only to their friends. Ten compose music, but presumably only for the four who sing.

Turning hastily from further discussion of this painful subject we come to religion. Here the situation is more serious. To be devout, no aptitude, taste or peculiar skill is required—nothing but interest. And interest '32 does not have. True, there is a familiar label pasted on almost every soul, but this is merely for convenience. The Episcopalians do not go to church, the Quakers do not go to Meeting nor the Jews to synagogue. Only 39 men attend religious services once a week or oftener, or appear to make an effort to do so. More than half the class (149 out of 273) goes fewer than five times a year. Seventeen men have not been since they last went to compulsory chapel in 1932.



**JIMMY STEWART** looked like this as an undergraduate. He began acting career in college musical comedies.

The trouble seems to be not so much with faith or with God but with dogma. Numerous men mention charity and the Golden Rule as the only acceptable substitute for organized church, which is generally criticized as lacking significance in the modern world. Others seek faith in walking, gardening or private prayer, but not in church on Sunday. They complain that they got too big a dose “as a child,” “in prep school,” “at Princeton.” They complain about the service itself: dull sermon, archaic language, stuffy dogma, “The religious ceremony is a lot of foolish mumbling.” One man finds the seats too hard. He would rather hear sermons in comfortable bars. But most of them are just plain bored. “I'm not interested for the same reason I'm not interested in stamp collecting, bird stalking or raising chickens.”

Equally negative is '32's approach to politics. From the time he left college he has been voting against things, not for them. Republican by inheritance and inclination, he has never won a presidential election, although he has voted in four of them. This should be more than enough to make a man dissatisfied with politics, and dissatisfaction pervades '32 almost to a man. One says, “Politics is the most interesting game I know,” but he is snowed under in the general feeling of disgust. More representative is this remark: “Politics, from ward heeler to President, stinks.”

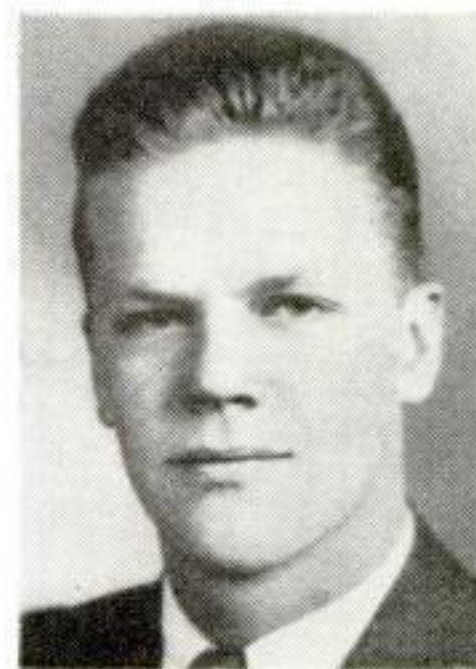
Despite the general dissatisfaction, '32 is doing appallingly little to change or improve things. Only 33 men (12%) take an active interest in politics. Forty others (15%) take a slight interest, and much of this is slight to the point of invisibility: “poll watcher,” “local school committee,” “just arguments,” “spoke for Hoover in local rallies in 1932.” The remaining 200 (73%) do not report any political activity whatsoever.

The one outstanding feature of the four previous presidential elections is the abiding hatred which a majority of the class still has for Roosevelt. Many men described their votes simply as “against F.D.R.” Others were more specific: “I violently disagreed with the F.D.R. regime and all its machinations,” “Since voting for F.D.R. in 1932, I have voted steadily against the policies of ‘the greatest liar of my time,’ ” “Thank God I never voted for you-know-who.”

The present political complexion of the class is:

|                  |            |
|------------------|------------|
| Republican ..... | 176        |
| Democrat.....    | 47         |
| Independent..... | 39         |
| Radical.....     | 1          |
| Not stated.....  | 10         |
|                  | <u>273</u> |

In the past it has always voted Republican by large majorities. If allowed to pick any candidate for 1948, they would choose Stassen (59 votes), followed by Dewey (46), Marshall (30) and Vandenberg (21). Some interesting, if nebulous, conclusions may be drawn from these choices. The fact that the leading candidate

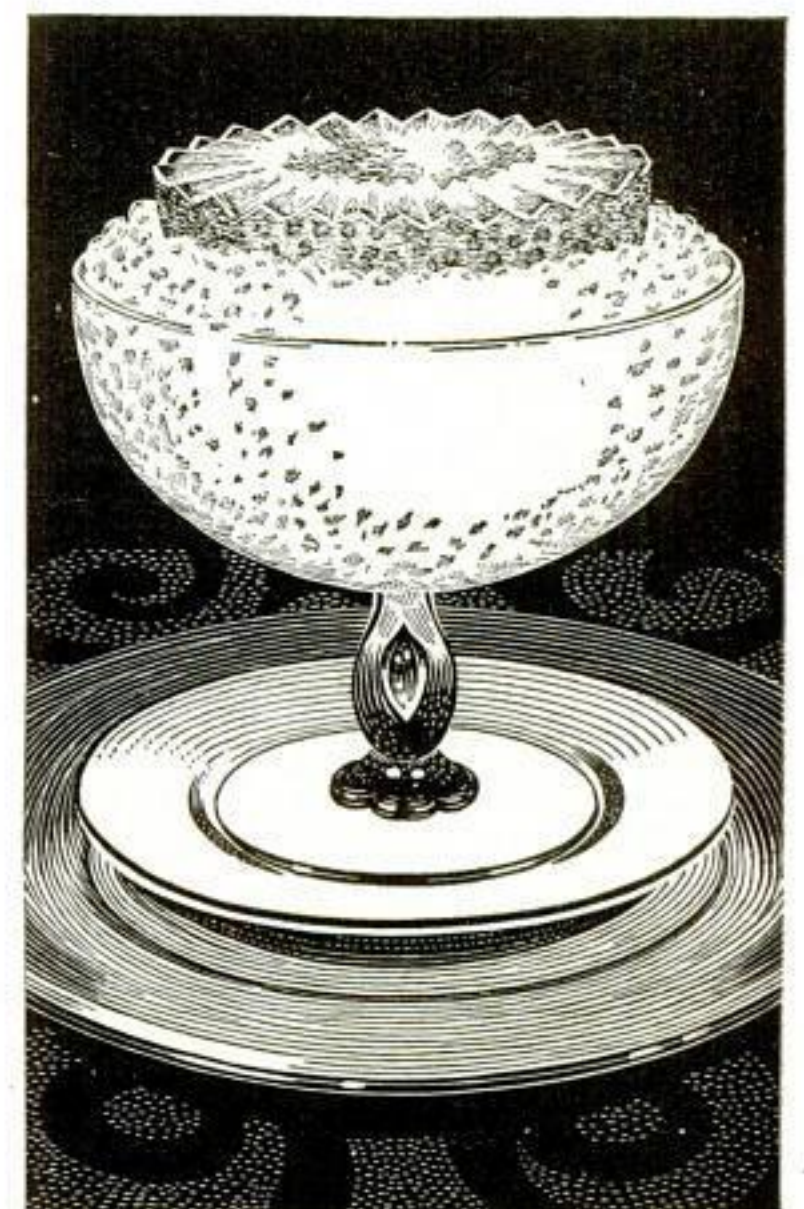


**SANDY BONNYMAN** lost his life on Tarawa, was posthumously awarded Congressional Medal for heroism.

# do you know...

that your local ice company will be glad to supply you with ice prepared in exactly the right size for every household need?

If you want your table to have all the glamour even the finest restaurant cannot surpass, use plenty of crushed ice when serving salads, sea foods, fruits, fruit juices, fruit cocktails ... or making *real* home-made ice cream.



This is just one of the many new, post-war services the progressive Ice Industry is providing for *better living*. You ought to know about them *all*. Just ask your local Ice Company.

NATIONAL ASSOCIATION OF ICE INDUSTRIES  
1706 L Street, N. W., Washington 6, D. C.



why an antiseptic baby oil

gives you a faster

smoother **SUN TAN**



**It helps screen out the sun's scorching rays!** The vegetable oil in Mennen Antiseptic Baby Oil helps you tan faster, smoother, evenly, without painful burn.

**It's non-sticky!** You will like the feel of this mild, light oil on the body—leaves no sticky residue.

**Safer! It's antiseptic!** Mennen Baby Oil helps prevent infections caused by skin openings, cracks, peeling and scratches.

**It lubricates your skin!** Helps prevent thickened, leathery skin caused by exposure... keeps your skin fresher, lovelier!

**Your skin is cooled and soothed!** What could be more cooling, soothing on sun-baked skin than baby oil so gentle that over 3,000 hospitals use it on the tender skin of newborn babies!

**MENNEN ANTISEPTIC BABY OIL**

Better 5 ways for Sun Tan

## PRINCETON '32 CONTINUED

is a liberal and an internationalist indicates that Princetonians are beginning the breakaway from their ultra-conservative inheritance. Further, the surprising strength of Marshall, a Democrat, indicates that, with F.D.R. and the New Deal buried, the class may be finding less to choose between the two major parties.

From the melancholy chapter of his own political thinking, '32 turns with tolerance to a consideration of the politics of his wife. These are variously described as "muddled," "unintelligent," "confused," "vehement," "negligible," "unbelievable, unimaginable and unpredictable," "diametrically opposed to any I may currently entertain." One man describes his wife as "right-wing Republican, slightly fascist at times, especially in subways." Another says, "She is 100% capitalistic—Republicans are too New-Dealish for her."

Turning to '32's war record, the questionnaire reveals that 161 (59%) of the men reporting were in military service, 112 (41%) were not. Two men died in the service, including Marine Lieut. Alexander Bonnyman Jr., who was posthumously awarded the Congressional Medal of Honor for single-handedly clearing out a Jap blockhouse on Tarawa, during which action he lost his life.

### War was O.K.

ALL but seven of the living have been honorably discharged or put on inactive reserve status. Of the seven, five are still in the Active Reserve, one is in the Regular Army and one received a dishonorable discharge. No man was court-martialed.

| Rank on discharge: | Col.      | Lt. Col.      | Major | Captain | 1st Lt. |
|--------------------|-----------|---------------|-------|---------|---------|
|                    | 5         | 22            | 24    | 27      | 3       |
|                    | 2nd Lt.   | Sgt.          | Cpl.  | Pfc.    | Pvt.    |
|                    | 1         | 5             | 2     | 1       | 4       |
|                    | Commander | Lt. Commander | Lt.   | Lt.(jg) | OM3/cl  |
|                    | 8         | 19            | 25    | 5       | 1       |

All in all the brass was pretty heavy, reflecting the chair-borne nature of the aging warriors' duties. Of those who commented either one way or the other about their war experiences, it is 68 to 30 in favor of the idea that they were interesting, broadening and profitable. Those who did not like it were upset about equally by military inefficiency, by a feeling that progress in their business or profession had been interfered with, and by resentment of those who stayed at home. One man sums up this point of view as follows: "I left a good job, so-called essential, and spent four and a half years protecting the lousy stinkers who took my job and feathered their nest at my expense. If I had been wounded, I'd really be mad." The majority of those who disliked military service were doctors. Comparing their reactions with those of the other respondents, one thing becomes clear: many men found the chief lure of military service in the fact that they were doing something new. War gave them a legitimate excuse to quit the routine of their jobs for something different. Only the poor doctors continued to do the same work, but under the galling restraints of Army red tape and for much less money. No wonder they disliked it. It was the man who left banking or clerical work and suddenly found himself in combat who was stimulated. He felt matured by the challenges of responsibility and better able to deal with business problems when he came home. Several men, apparently rather meek in character before the war, remember with pride and pleasure the surge of toughness and self-confidence which propelled them into demands for raises, better jobs, new jobs, even new wives. On the whole '32 enjoyed the war, although few enjoyed it as much as the man who found it "the best four years (including college) of my life." What greater accolade could a Princeton man bestow?

With the return to civilian life, one or two men inevitably are having trouble settling down, like the man who found postwar America so unpleasant that he has moved to Alaska. A couple of others have frankly turned their backs on the world. One writes, "After the war I decided the hell with everything and another fellow and I bought a farm in the Adirondacks. Try it some time." Another has taken up a pleasant life in the West Indies, where fishing, sailing and tennis occupy his time. He has no children, does not want any, preferring to live comfortably with his wife on an unearned income of \$15,000 a year.

An unexpected and eminently satisfactory career has been worked out by a man who happens also to be one of the richest in the entire class. He says, "I never wanted to go to college. In 1935 I moved from an eastern city to the Southwestern plains and have managed to live royally within the income which I have earned, or more accurately, which my original investment has earned me. My only real needs are a few pairs of overalls and work shoes each year and a saddle every 10. From 1935 to 1942 I had only one suit

CONTINUED ON PAGE 60



## All around the house

# SLICK TRICKS

with "SCOTCH" TAPE



**1** MEND torn sheet music, books, money with crystal-clear "Scotch" Cellulose Tape.



**2** STICK coins to card or letter to keep them from getting lost in the mail.



**3** HOLD fancy-edged shelf paper in place with neat, invisible bits of "Scotch" Tape.



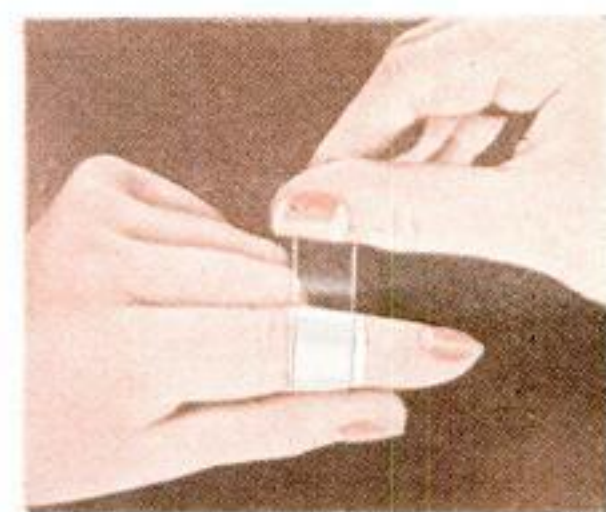
**4** REPAIR spectacle frames temporarily, smoothing strong "Scotch" Tape over the break.



**5** PROTECT split fingernail with a bit of "Scotch" Tape trimmed to nail shape, then coat with polish.



**6** REMOVE old nail lacquer by pressing tape to nail, then pulling it off quickly.



**7** KEEP bandages clean and sanitary by binding them with smooth "Scotch" Brand Tape.



**8** MOUNT more photos in albums by "hinge-ing" them as shown with "Scotch" Tape.



**9** SEAL all packages quicker, easier, more neatly with quick-sticking "Scotch" Tape.



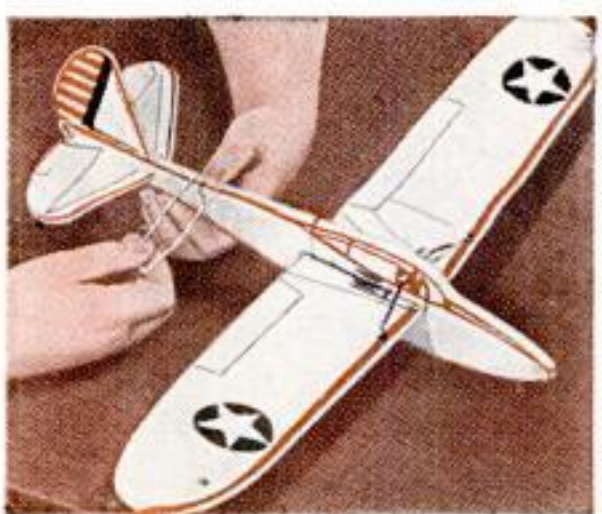
**10** COVER ash tray bottoms and lamp bases with "Scotch" Tape so they can't mar tables.



**11** KEEP medicine bottle labels readable by covering them completely with "Scotch" Tape.



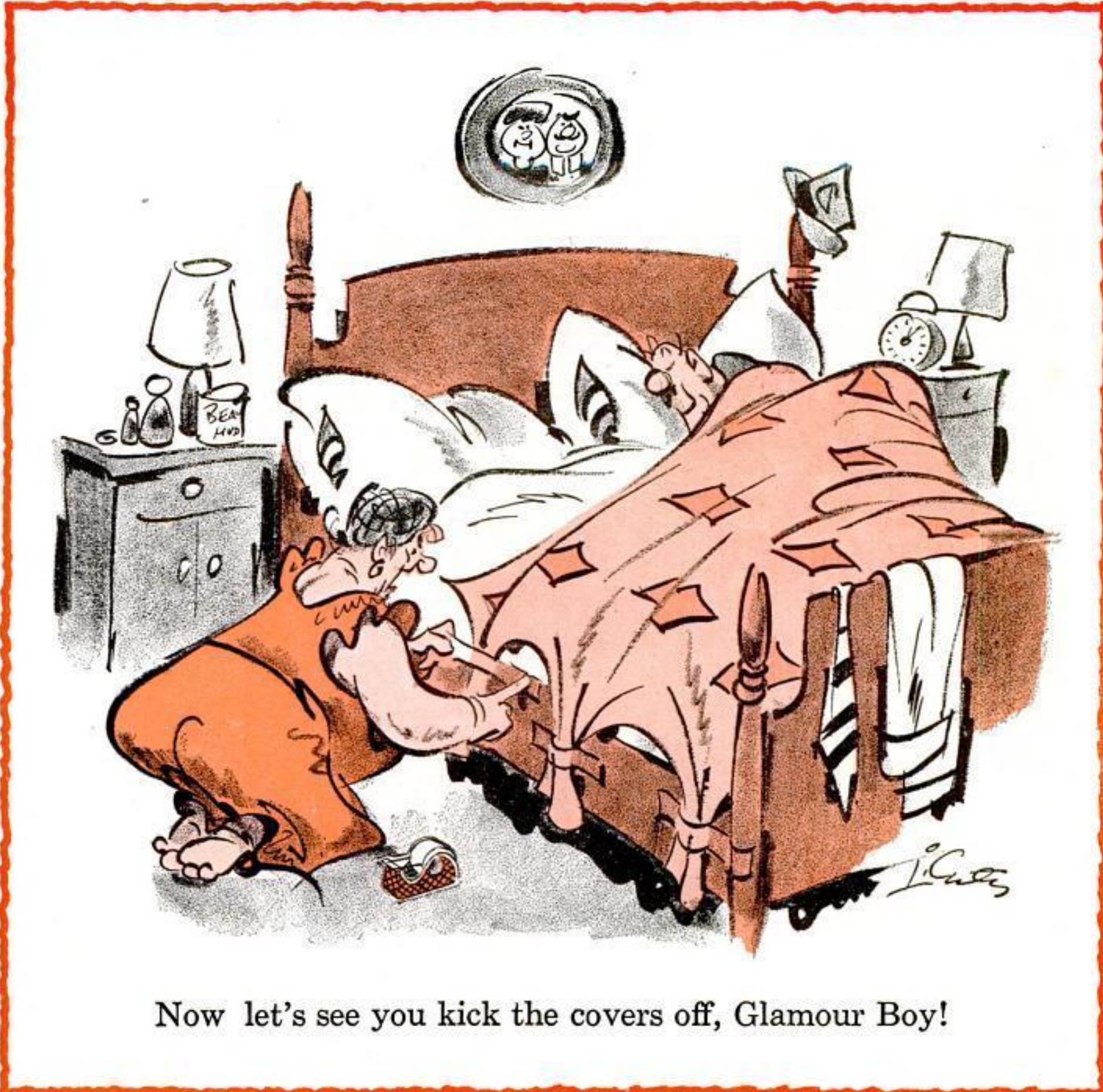
**12** "SCOTCH" TAPE delivery instructions to the back door so they can't blow away.



**13** REPAIR broken toys with "Scotch" Tape. Youngsters love to do things with it.



**14** FOR QUALITY, always insist on "SCOTCH" Brand Tape in the gay Scotch plaid dispenser, 25¢.



Now let's see you kick the covers off, Glamour Boy!

## SCOTCH *Cellulose* TAPE

BRAND

SEALS WITHOUT MOISTENING • TRANSPARENT AS GLASS

For sale at all drug, department, variety, stationery and hardware stores.

"SCOTCH" is the registered trade-mark for the more than 100 varieties of adhesive tapes

made in U. S. A. by MINNESOTA MINING & MFG. CO. Saint Paul 6, Minn.

THE 3M COMPANY

Also makers of "3M" Brand abrasives, adhesives, and a wide variety of other products for home and industry

© 1947 3M CO.





If she keeps you  
at bay like this...



When you'd like  
smooth sailing like this...



TRY THIS

MORAL: For a sweet close-up after eating, drinking, or smoking, let Life Savers freshen your breath. Always good taste.



The candy with a hole—only 5¢

## PRINCETON '32 CONTINUED

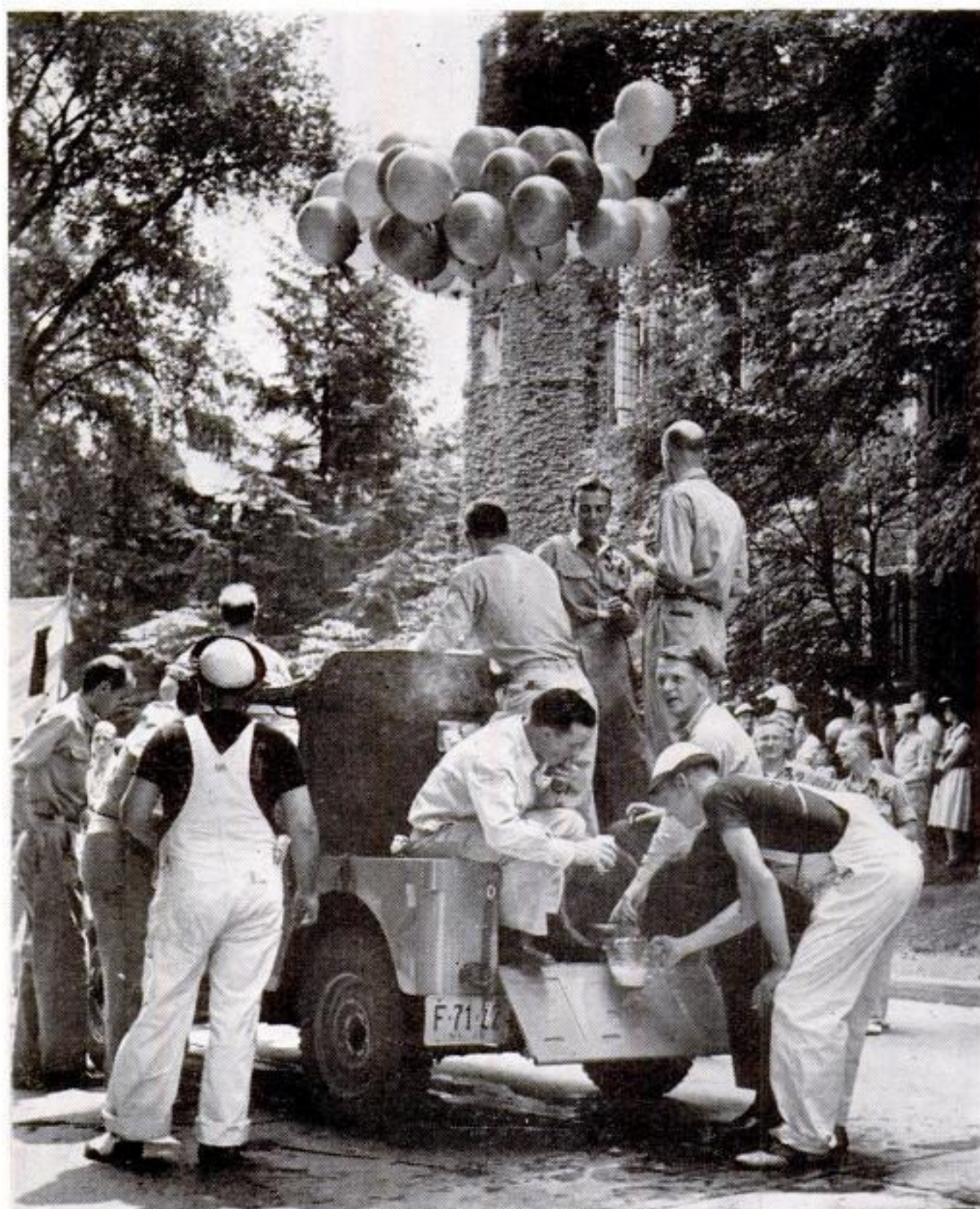
of clothes and I wore it only a few times. Last year I got married (second time). Now I have two suits!"

This man works like a nailer and is apparently completely happy. The world to him is a wonderful place and looks better than it does to the classmate who comments, "We would be better off and far happier if every modern invention was thrown out the window but the inside toilet."

Which brings us to the subject closest to every Princetonian's heart—Princeton itself. And as always, the nearer the heart, the more illogical. Princetonians love Princeton; everyone knows it. They have the biggest reunions, the most generous pocketbooks (nearly half the dormitories on the campus were built by alumni). And '32 is no exception. He would do it all over again (208 to 38). He even wants to send his sons there (154 to 9), though he has plenty to say about Princeton's shortcomings. When asked whether it prepared him realistically or adequately for the world, he is split almost exactly (112 yes, 110 no, 51 undecided). Those who think not believe that they were too pampered at Princeton, that it was too much of a prep school. Some blame this on their own immaturity, but others say that the atmosphere was snobbish, unrealistic and theoretical. The greatest complaint is that there were not enough practical courses designed to help a man earn a living. An attempt to discover what kind of courses '32 *did* like and now considers valuable produced a list with history (80 votes), English literature (61) and art appreciation and architecture (53) at the top; public speaking (5), accounting (4), astronomy (4) and labor relations (3) at the bottom.

In view of the foregoing complaints about practical courses, these choices are flabbergasting. The three top-heavy favorites are of no practical value whatsoever except to writers and artists, and '32 is no such group. And what of the bona fide practical ones, the ones like accounting and labor relations, which a man can learn in night school to help him along in his job? There were plenty of them in the curriculum. But who remembers them today with gratitude?

These questions cut deep into the heart of a basic educational argument: the place of a liberal-arts education in the specialized and mechanistic world of today. This argument is an endless one and has no place here. It can only be said that the value of such an education is determined by the growth of the men who are exposed to it. In that respect Princeton has paid off. With few exceptions '32 is a prosperous, well-adjusted and, by its own confession, happy group. After all, as one man says, "What *could* prepare you for the last 15 years or the next?"



PRINCETON REUNIONS, the brightest and best in the country, are taking place this weekend. Last year '32 (above) showed up with a jeep-borne beer keg.



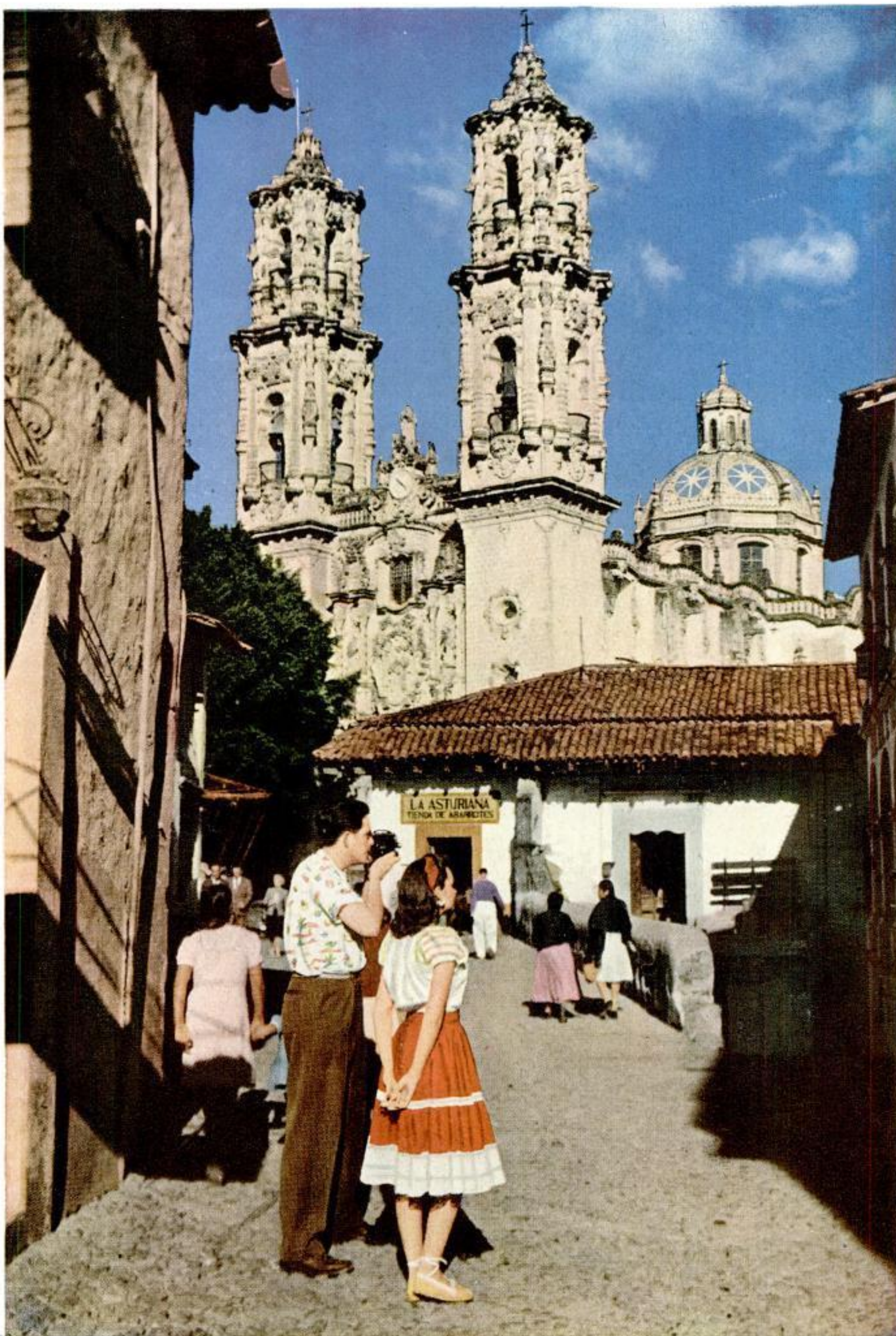
Now! Special Pan American Vacation Fares  
**20% OFF TO LATIN AMERICA**  
 Effective May 1 to Sept. 30, 1947  
 For complete details, see your Travel Agent or PAA.



You step into a  
 "different world"  
 the moment you board  
 a Clipper—



for  
**MAGIC**  
**MEXICO**



**Modern luxury in an old setting.** In the temperate climate of these high regions, modern hotels blend with ancient cathedrals. Burros climb narrow, cobbled streets between white houses roofed with red tiles. After dark there's a fiesta! . . . Cries of "Ole! Ole!" . . . And the rhythm of that Mexican music that will make you want to dance under the stars 'til dawn.

**T**HE magic of the high plateaus and hill towns of Mexico and Guatemala is calling . . . Calling you to a *different kind of vacation* in 1947.

And that magic starts the minute you board your Clipper at Miami, New Orleans, Houston, Brownsville, Nuevo Laredo or Los Angeles. 19 years of flying experience by the world's most experienced airline lies behind your take-off . . .

Your local Travel Agent or the nearest Pan American office will make immediate Clipper reservations for you, not only to Latin America but also to Europe, the Near East, Africa, Alaska, Hawaii, New Zealand, Australia, or the Orient.

**The unforgettable beauty** of Taxco—fabulous city of silver—is typical of the Mexican highlands . . . Altitude is 5600 feet . . . Shops sell handwrought silver and famous Mexican glassware in rich cobalt blue, soft cactus green and golden Tarascan amber.

**Among the millions of passengers who have flown abroad by Clipper:—**

Eric Johnston  
 Admiral Ernest J. King  
 Fred Kraft  
 General George C. Marshall  
 Admiral Chester W. Nimitz  
 Basil O'Connor  
 Mrs. Franklin D. Roosevelt  
 Albert Spalding  
 Myron C. Taylor  
 John G. Winant



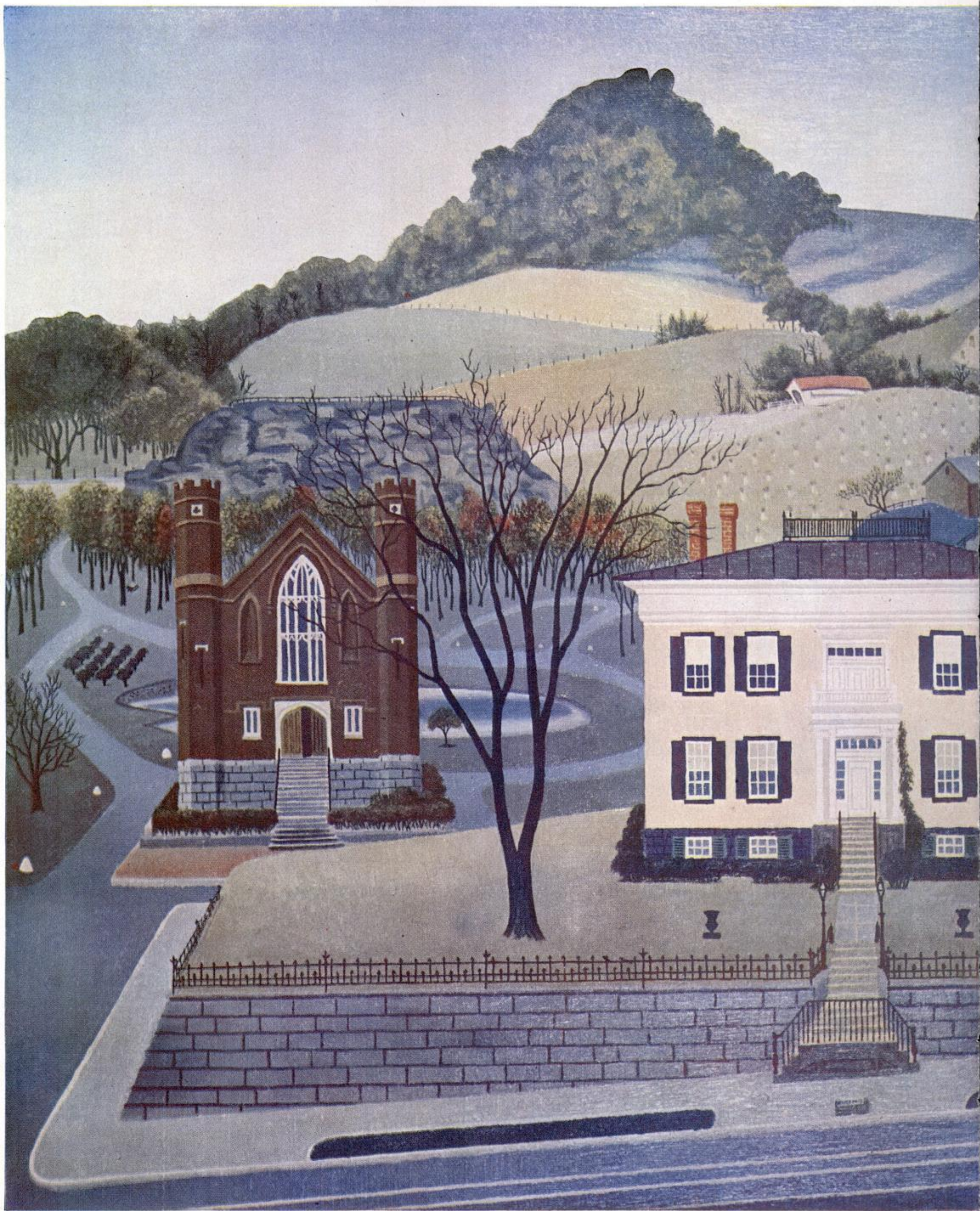
**PAN AMERICAN**  
**WORLD AIRWAYS**



*The System of the Flying Clippers*

**WORLD'S MOST EXPERIENCED AIRLINE**



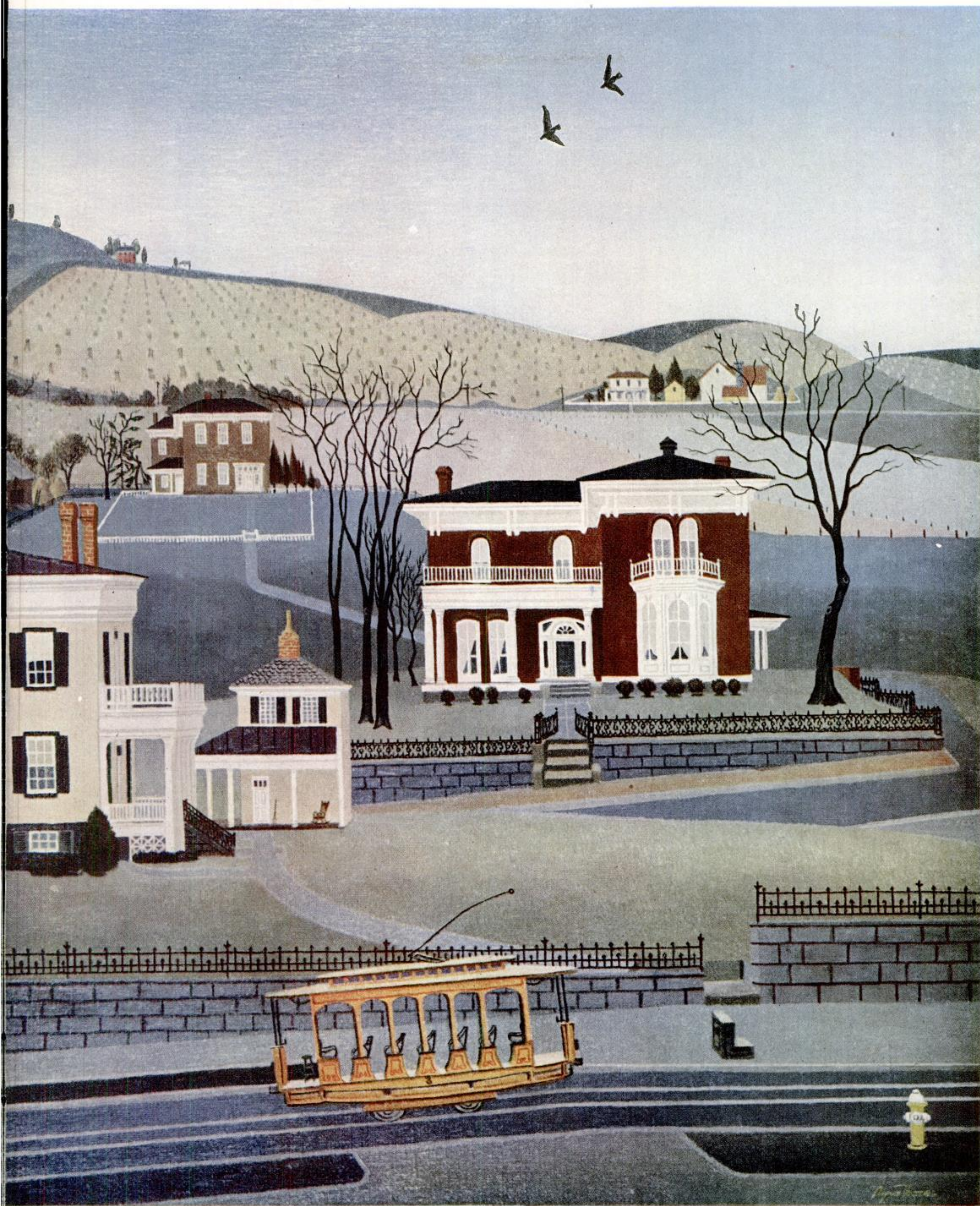


# OHIO LANDSCAPE

**It puts real things into an imagined scene**

Every detail in this realistic Ohio landscape—the substantial mansions and the opulent fields—actually exists. But the scene as a whole exists only in the imagination of Artist Byron Thomas and the memories of Mrs. Kenyon Bolton. The painting was done by Thomas for Colonel Kenyon C. Bolton, son of Ohio Congresswoman Frances Bolton. Colonel Bolton gave it to his wife for a Christmas present. It telescopes on one





canvas the landmarks in and around the small central Ohio town of Lancaster, where Mrs. Bolton was born and grew up.

The Boltons were married in St. John's Episcopal Church (*above, left*) in Lancaster. They had their wedding reception in the big white house (*center*) built by Mrs. Bolton's grandfather in the 1830s, which is four blocks away from the church. Taking even further liberties with space,

Byron Thomas painted in the home of Mrs. Bolton's parents (*above, right*), the house and rich acres at West Farm (*middle distance*), some 2 miles outside of town where her grandfather lived as a boy, and the house where Mrs. Bolton was born (*far right, background*). The old-style trolley in foreground reminds Mrs. Bolton of the day in 1937 when her grandfather, who founded Lancaster's transit system, rode the last car into the barns.



# To speak your heart

To say, "The wonder of this moment — you — and us!" . . . how eloquent the giving of a precious watch.

Especially when its mark is Waltham — the watch with the flair of fine jewelry — enchanting for grace of line — endearing for

"beauty-within." Here, your jeweler will tell you, newest precision devices join with skilled handcraftsmanship. For the

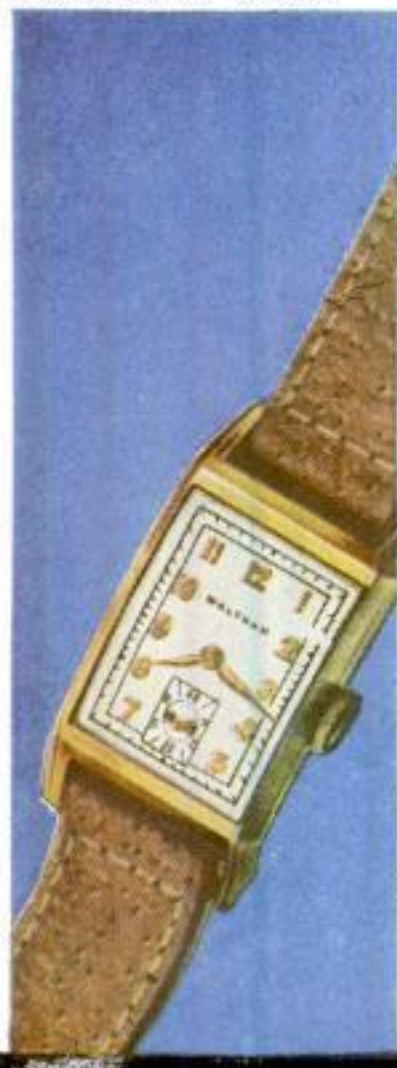
new Walthams are in every respect the finest watches in our long history. A gift to bind you close to one you love. From \$39.75.\* As with all precious gifts, let your jeweler be your trusted adviser.

*\*All prices include Federal tax.*



Science shapes each tiny Waltham part to polished perfection—Skill born of three generations sets it secure in its appointed place . . . to bring you the remarkable lasting precision of the new Waltham Watch.

Stanford—17 jewels,  
14K gold-filled—\$59.50\*



Shirley—17 jewels,  
14K gold—\$95\*



Alda—17 jewels,  
10K gold-filled—\$65\*



Caroline—17 jewels,  
10K gold-filled—\$45\*



Tilton—17 jewels,  
10K gold-filled—\$67.50\*

THE  
NEW

## WALTHAM

FIRST AMERICAN WATCH

BEAUTIFUL WALTHAM WATCHES HAVE BEEN MADE IN WALTHAM, MASSACHUSETTS, BY AMERICAN CRAFTSMEN FOR 97 YEARS





EDMUND GWENN AS SANTA CLAUS LOOKS DOWN ON THE CROWDS GATHERED IN MANHATTAN'S 34TH STREET FOR MACY'S ANNUAL PARADE PROMOTING CHRISTMAS

## MOVIE OF THE WEEK:

# *Miracle on 34<sup>th</sup> Street* Or, yes, there is a Santa Claus

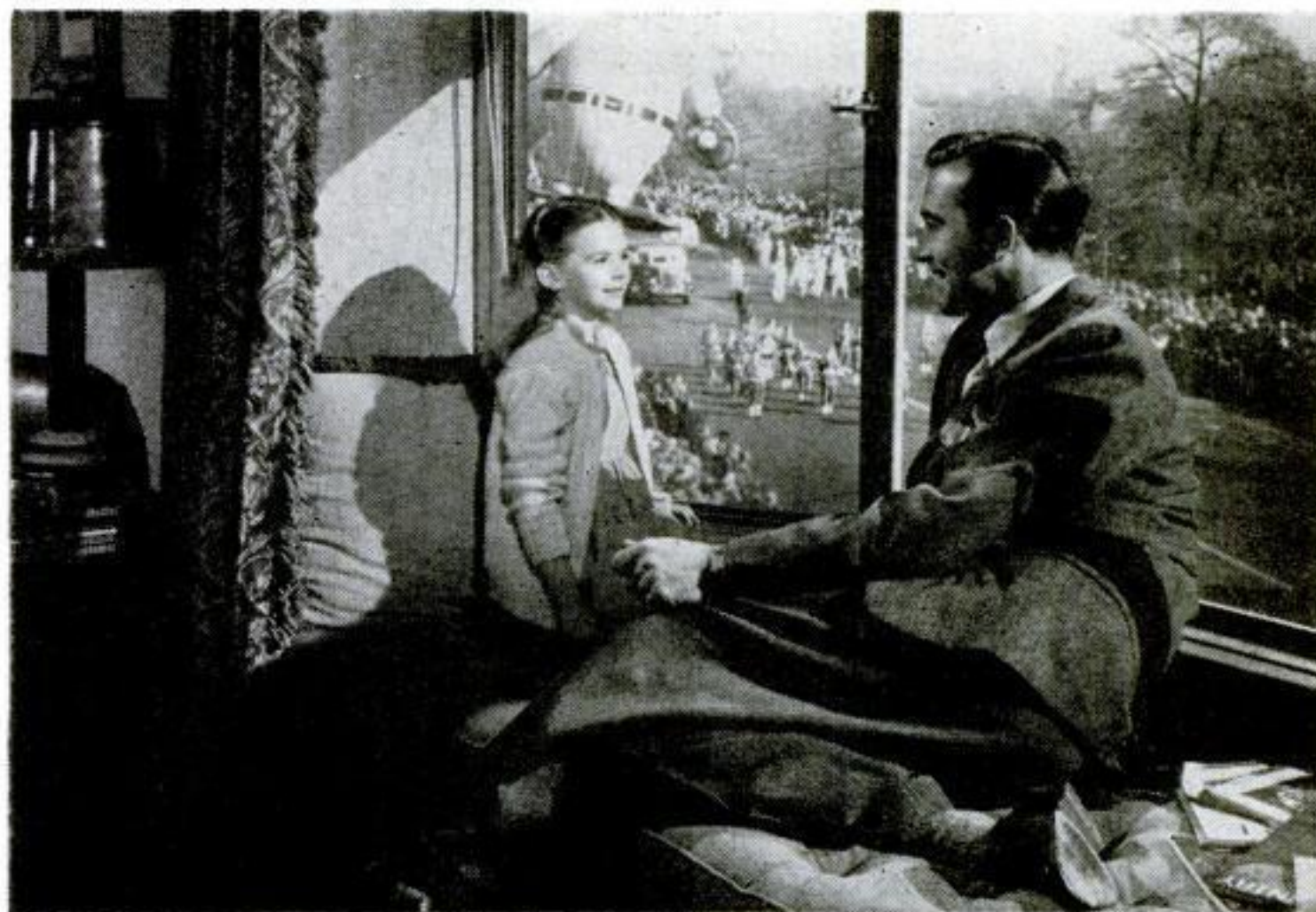
With bland disregard for seasonal timing, *Miracle on 34th Street* tries to prove that there is a Santa Claus. The locale is the monster department store of R. H. Macy & Co. at Broadway and 34th Street in New York City. The protagonist is a twinkling old man actually named Kris Kringle (Edmund Gwenn), who goes to work for Macy's as a Christmas-rush Santa. All goes well until Kris starts saying that he really *is* Santa, whereupon he nearly lands in the booby hatch. This leads to a trial in which public pressure and high-flying legal gymnastics put all anti-Santa sourpusses to flight,

leaving the field firmly held by sweetness and light.

Mixed into this fable are a few stiff doses of Maureen O'Hara as a career girl who pooh-poohs Saint Nick and John Payne as an old-fashioned boy who "believes," right down to the antlers on Dasher and Dancer. Fortunately their granite-faced romance takes little time from Kris's comic activities in Macy's (which is plugged to a fare-thee-well) and his laugh-filled trial (p. 68). Occasionally in *Miracle*, Twentieth Century-Fox gets sadly misty-eyed over dear old Santa, but few will object to one blemish in such a pleasant comedy.



**BEFORE THE PARADE** Macy's Santa Claus shows up dead drunk and Career Woman Doris Walker (Maureen O'Hara) hires a bearded volunteer named Kringle.



**DURING THE PARADE** Doris' precocious daughter Susan (Natalie Wood) helps promote romance between her divorced mother and Lawyer Fred Gailey (John Payne).





**VENIDA HAIR NETS**  
**FIT BETTER**  
(ASK GRANDMA)

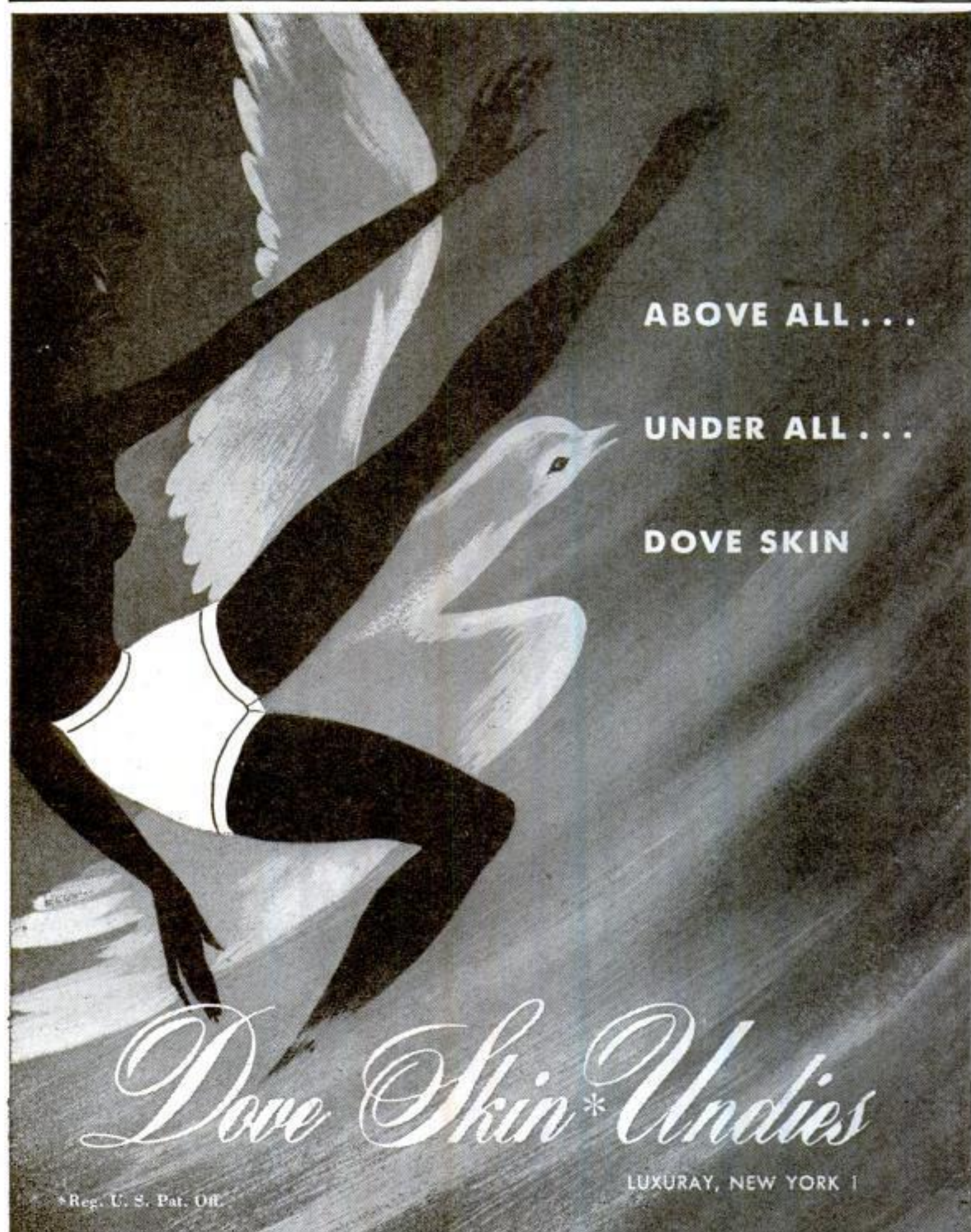
**VENIDA HAIR NETS**  
**LOOK BETTER**  
(ASK MOTHER)

**VENIDA HAIR NETS**  
**LAST LONGER**  
(ASK DAUGHTER)

**VENIDA**  
*The Guaranteed*  
**HAIR NETS**

At dealers, or send \$1 for 5 Venida Nets (\$1.25 if white, grey, purple); stating color, shape, size, and dealer's name and address.—Rieser Co., Inc., 119 West 40 Street, New York 18.

20¢  
(White, grey, purple 25c)  
Single or double mesh



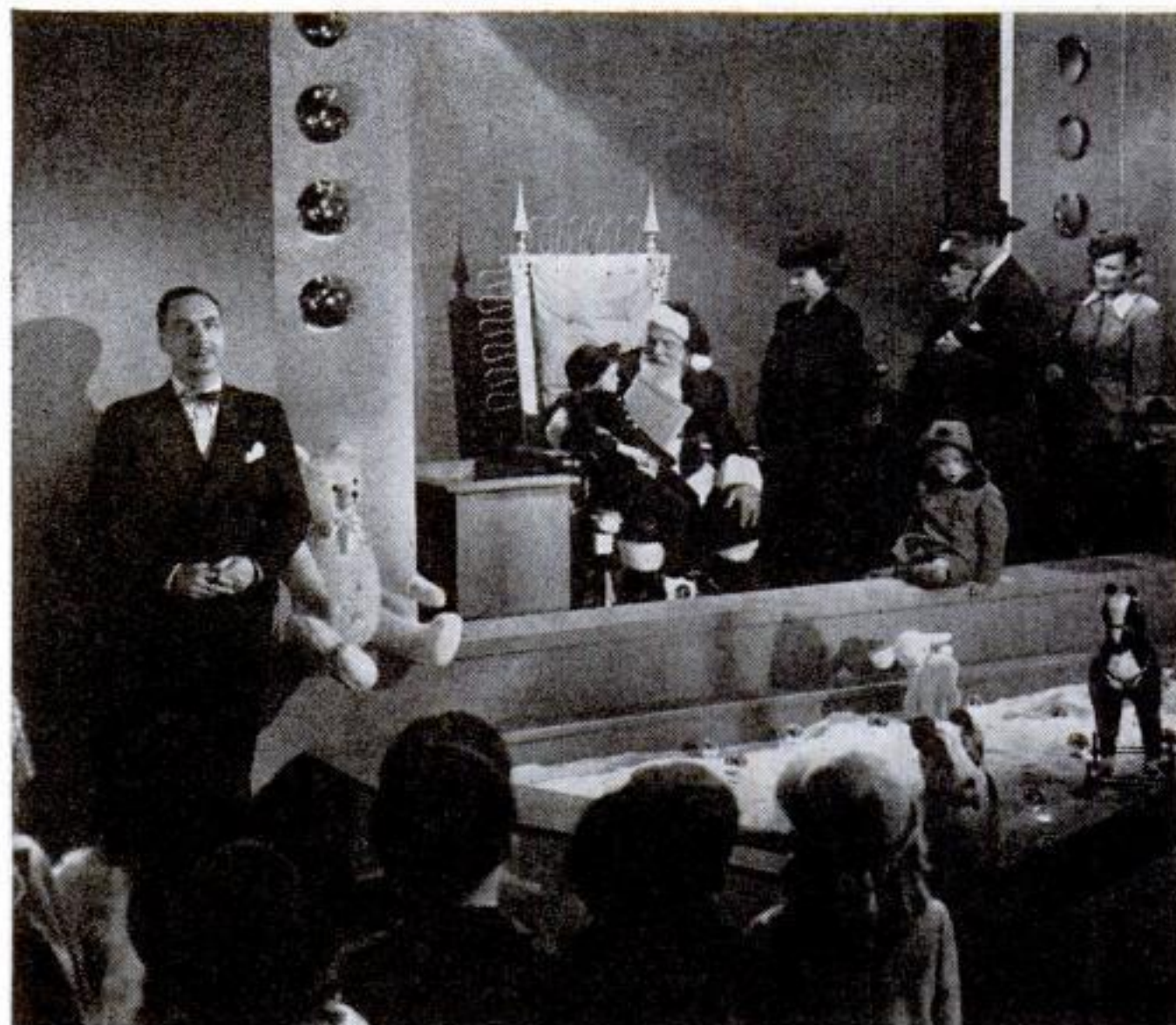
ABOVE ALL ...  
UNDER ALL ...  
DOVE SKIN

*Dove Skin\*Undies*

\*Reg. U. S. Pat. Off.

LUXURAY, NEW YORK 1

**"Miracle on 34th Street" CONTINUED**



**IN MACY'S** Kris makes a hit with children and also with their mothers when he tells them where they can buy toys not carried by Macy's. Sales promptly zoom as grateful customers flock to the store where altruism reigns supreme.



**SUSAN LEARNS** from Kris how to imitate a monkey. Her progressive-minded mother has always sniffed at the game of "let's pretend," so Kris decides to help Susan develop her natural imagination, including a belief in Santa.



**MACY'S TELLS GIMBELS'.** Presidents of Macy's (right) and its leading competitor, Gimbel Brothers, join hands in helping Christmas shoppers under Kris's jolly influence. Much of *Miracle* was photographed in Macy's main store.

CONTINUED ON PAGE 68



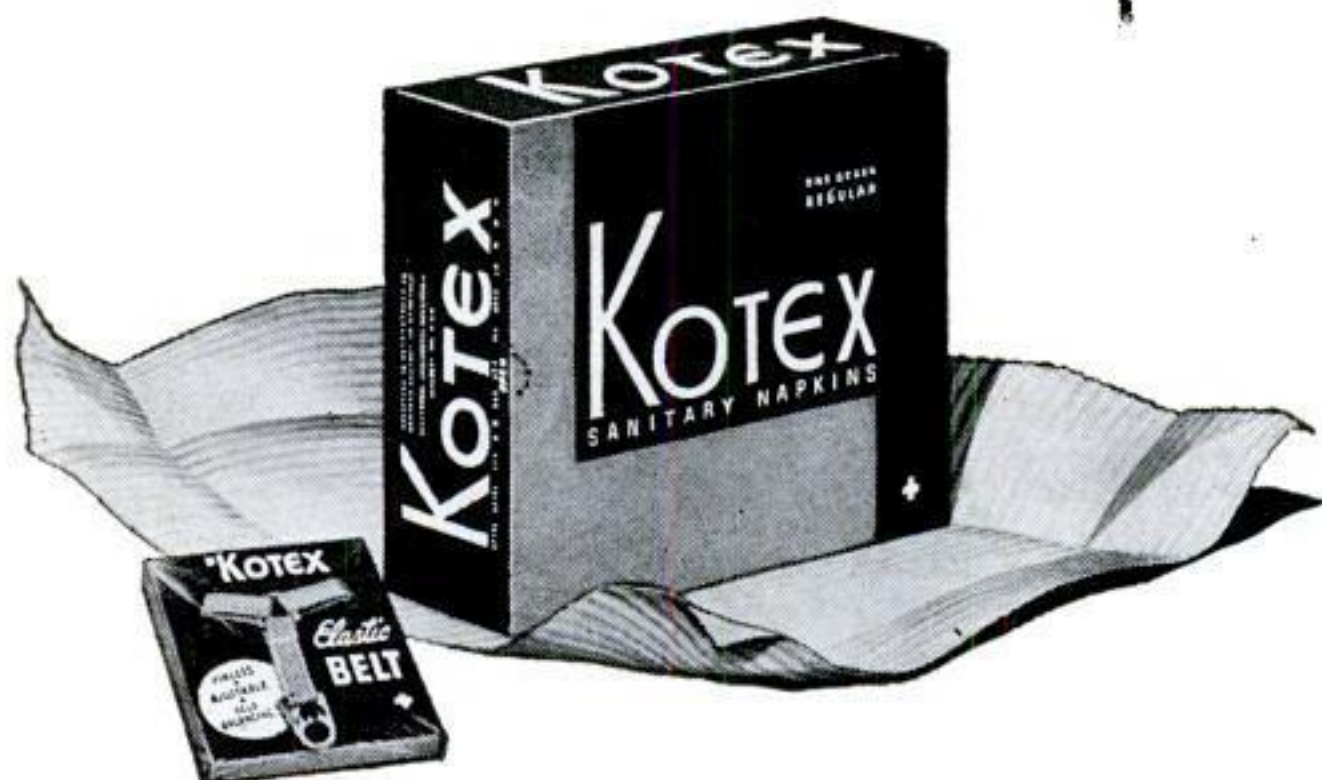
# Not a shadow of a doubt=



EYES turn your way as you make your appearance . . . and you meet them with complete poise . . . because you *know* no telltale outlines show when you choose Kotex. It's the special flat, pressed ends of Kotex that prevent revealing lines . . . keep you free from all doubt. And you're at ease the evening long, with the loyal softness of Kotex: the napkin made to stay soft while you wear it. Just two of many important Kotex features, all *very personally yours*.

**more women choose KOTEX\* than all other sanitary napkins**

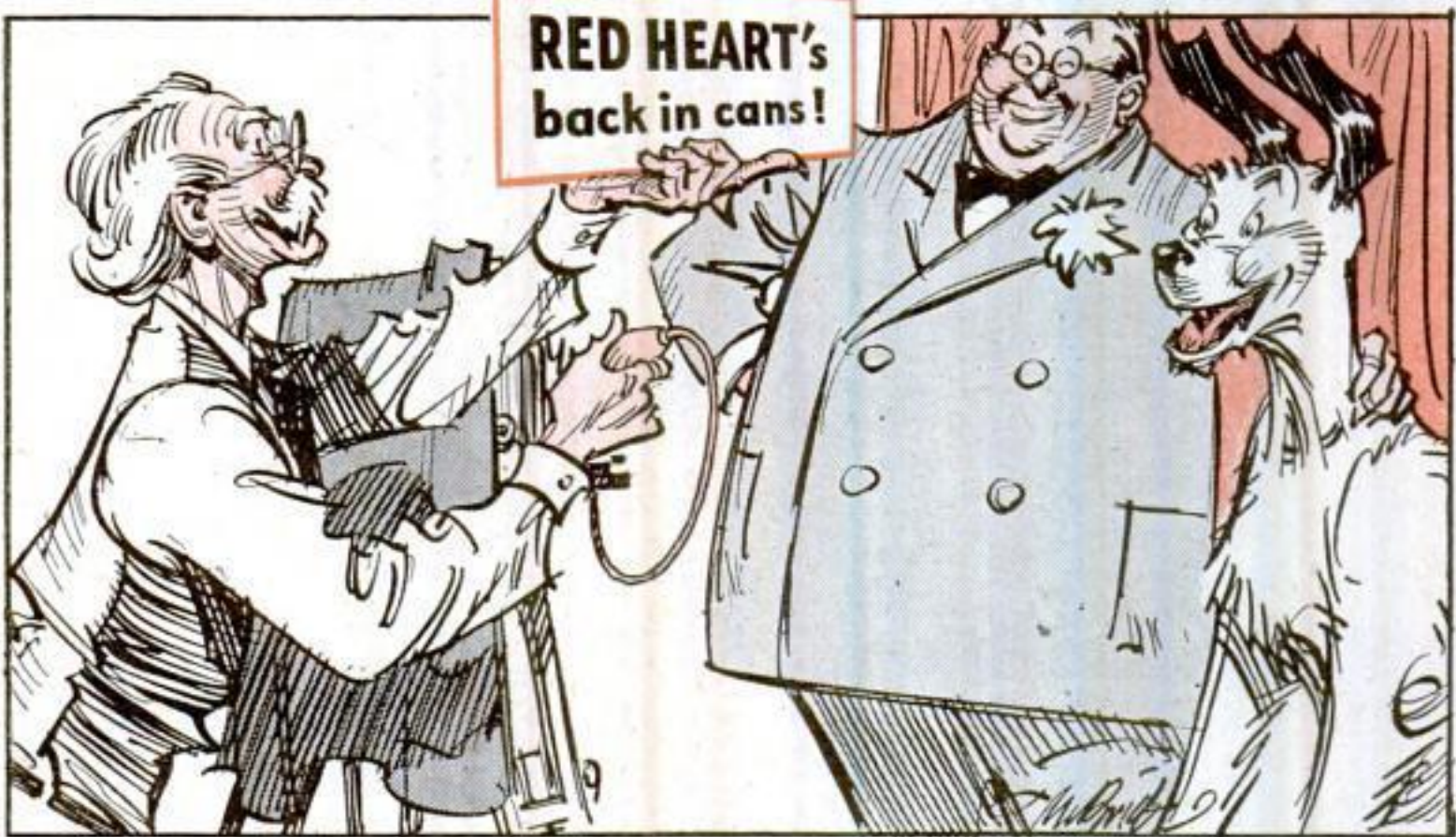
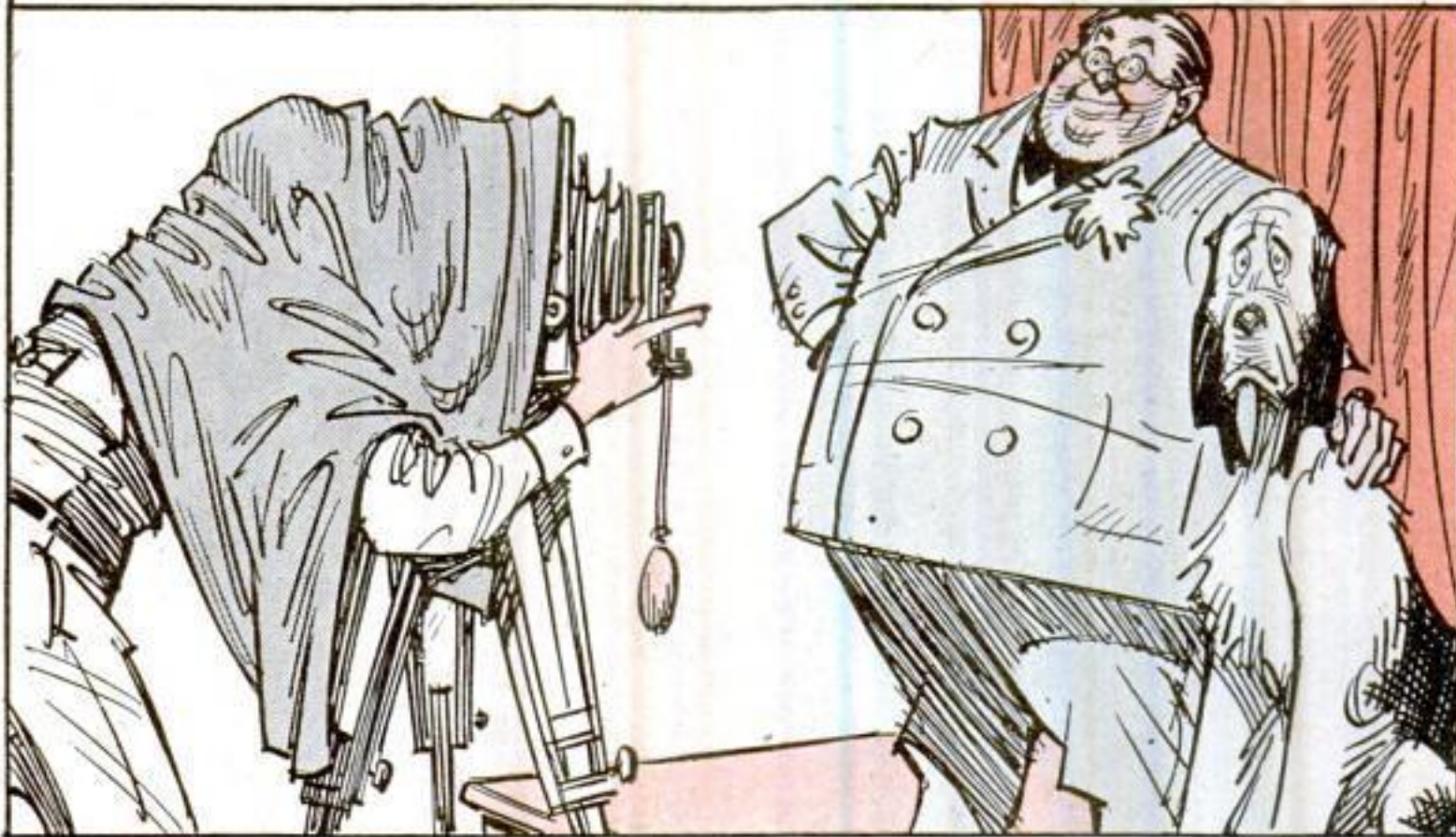
\*T. M. Reg. U. S. Pat. Off.



To make the most of the comfort Kotex gives, you'll want a new Kotex Wonderform Belt. Adjustable. Snug fitting. All-elastic.



## NAPOLEON AND UNCLE ELBY



Your dog, too, will grin happily at the news. Canned MOIST Red Heart is back, the 3-flavor dog food that's deliciously rich in all the food elements he needs every day.

Yes, Red Heart gives your dog satisfying nourishment — the kind he

can't get from table scraps. For it's made of wholesome, Federally-inspected meats and meat by-products, scientifically combined with other nourishing ingredients.

Buy all 3 flavors today (only the flavors differ) and feed in rotation.



**RED HEART**

**3-FLAVOR-DOG FOOD**

JOHN MORRELL & CO., MEAT PACKERS, GENERAL OFFICES, OTTUMWA, IOWA

"Miracle on 34th Street" CONTINUED

## TRIAL PROVES EXISTENCE OF SANTA



**PROSECUTION** accuses Kris of insanity because he claims to be Santa. Mr. Macy angrily fires his store psychiatrist (Porter Hall, left) who made charges.



**DEFENSE** questions son of district attorney. Child says his father told him there was a Santa Claus, and the D.A. (Jerome Cowan, left) looks nonplused.



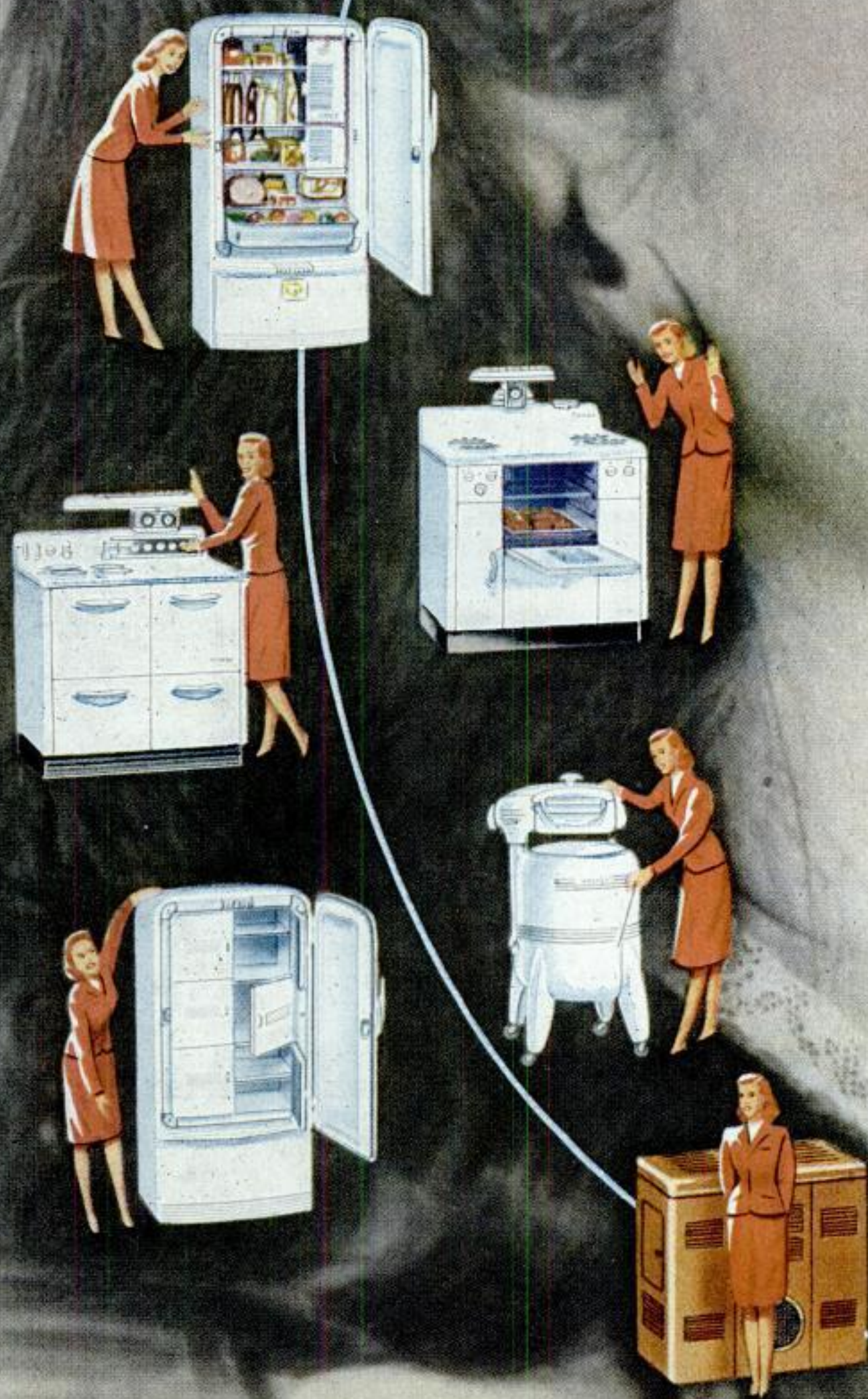
**PROOF** that there is a Santa Claus comes when the dead-letter office sends all Santa mail to Kris. The defense claims that U.S. government believes in Santa.



**ACQUITTAL** comes when judge, fearful of not being re-elected if he rules that there is no Santa Claus, sides with the government and says Kris is sane.



# Think first of yourself



You women—always thinking of others. But when it comes to household appliances, think first of yourself . . . you really deserve the best. In Norge appliances you will find the answer to your dreams of lightened domestic duties and of better living.

P. S.—You will find Norge dealers conveniently listed in the classified section of your phone book.

SEE  
**NORGE**  
BEFORE YOU BUY

A BORG-WARNER INDUSTRY—Norge is the trade-mark of Norge Division, Borg-Warner Corporation, Detroit 26, Michigan. In Canada: Addison Industries, Ltd., Toronto, Ont.



FOR USE IN ONLY ONE WRITING INSTRUMENT IN THE WORLD . . .

*sensationally brilliant, dry*

. . . THE GREATEST IMPROVEMENT IN INK IN 250 YEARS!



Full year's  
supply, 4 oz.

50¢

NEW! Parker Superchrome Ink

FOR THE PARKER "51" ONLY

**WHOLLY NEW—CREATED BY LEADING SCIENTISTS . . . HERE  
IS THE WORLD'S MOST-BRILLIANT INK TO MATCH THE  
BEAUTY OF THE WORLD'S MOST-WANTED PEN!**

**T**HINK of extravagant color—of tropic birds in flight . . . of  
sunlit Caribbean seas—and you'll get an idea of the bril-  
liance and intensity of amazing new Parker *Superchrome* Ink.

Created to a wholly new formula by Parker scientists and co-  
operating laboratories, this is the finest writing fluid ever known.

Unmatched for brightness, it also possesses a marvelous fast-  
ness. Each stroke stays clear and clean on the page—won't fade  
out even under days of exposure to intense tropic sunlight.

Equally remarkable is the fact that as this new ink flows smooth-  
ly from your pen it *dries as you write*. No blotter is needed.

Every owner of a Parker "51" pen can start using brilliant new  
Parker *Superchrome* Ink today. If you don't have a "51" pen,  
visit your Parker dealer and select one of these "most-wanted"  
pens. More are now being shipped than ever before.



## AN OUTSTANDING ACHIEVEMENT IN SCIENTIFIC RESEARCH

BY DAVID DIETZ



Noted American editor and lecturer whose newest best-seller "Atomic Energy in the Coming Era" is being translated into thirteen languages.

Few things are more widely or more frequently used than ink. Yet for over 250 years no really basic improvement has been made. (Inks made and used in the 17th century will conform to the 1947 U. S. Bureau of Standards criteria!)

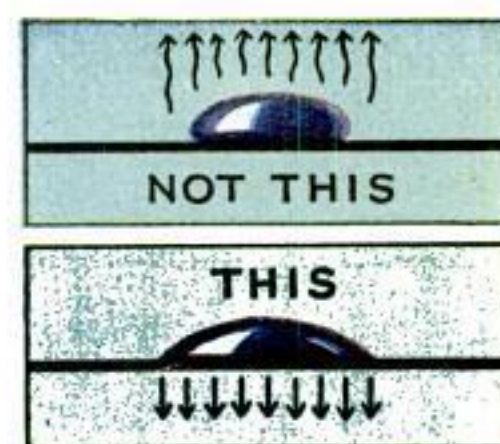
Most of us have accepted the deficiencies of inks as a matter of course. So blotters and blotting have remained a continuous nuisance.

Valuable records have been lost through inks that faded or washed out in water. And ink colors have been generally drab.

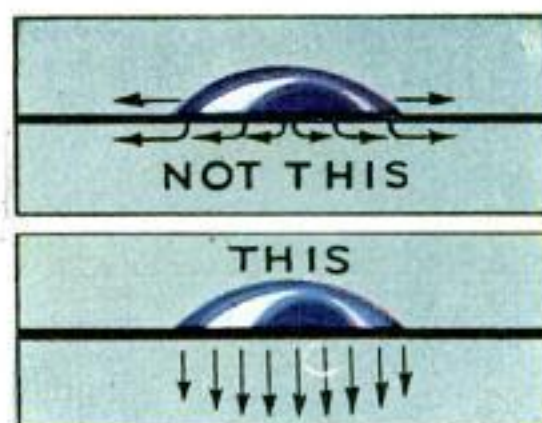
It was specifically to do away with these undesirable features in ink, that Parker scientists undertook 17 years of persistent research. It was a scientific adventure involving hundreds of thousands of dollars and the facilities of six outstanding research laboratories. The results you see today in the new Parker Superchrome Ink, permanently brilliant and dry writing. You'll find interesting—as I did—some of the problems encountered and the ingenious ways in which they were solved

### PROBLEM: How to achieve "fast drying"?

Fast drying by evaporation into the air was quickly declared "out" for that would likewise permit the ink to dry on the pen point and then the pen would be hard to start. Drying by *penetration* into the paper was decided upon. And so a persistent and exhaustive study was launched. 168 different chemical compounds were obtained or especially made to accomplish this desired penetrating action. Finally, one unique chemical reagent was found which increased the affinity between ink and paper. Here was the long-sought answer to the problem.



Superchrome dries up to 3 times faster



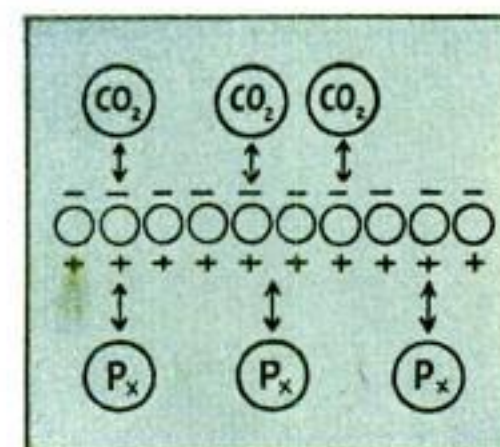
Penetrates vertically without "feathering"

### PROBLEM: How to prevent "feathering"?

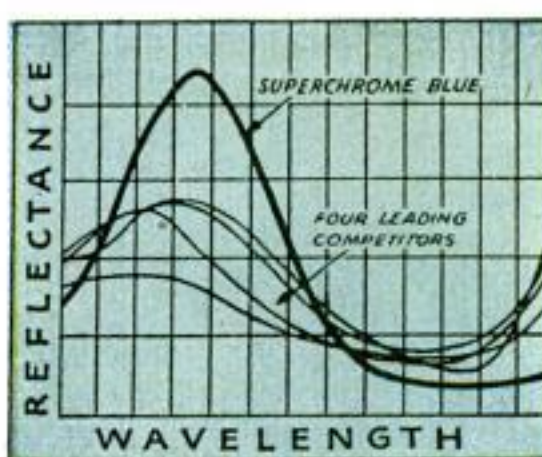
All the penitents tried caused penetration into the paper in every direction. This produced a written line that was "feathery." Penetration that was exclusively vertical would be the answer—if only it could be achieved. So the work turned to a long, profound study of "surface chemistry," "edge effect," contact angles, the properties developed by molecules of liquids in contact with molecules of various solids. Then at last the "impossible" happened. A chemical penetrant was devised which made the ink penetrate vertically and ignore the cross fibres of the paper.

### PROBLEM: How to buffer the vertical penetrant from the CO<sub>2</sub> in the air?

The new vertical penetrant, however, proved unstable in the presence of air. To overcome this obstacle, Parker scientists developed a chemical film of polarized molecules. This "monomolecular film"—a film just one molecule or approximately .0000001 of an inch thick—instantly formed itself with its negative poles oriented exteriorly (to block CO<sub>2</sub> molecules) and its positive poles interiorly (to repel the positive charged segment of the penetrant). In effect it was an electronic buffer or blanket which formed instantly over an exposed quantity of the ink from a spoonful to the tiniest droplet.



Protected by an "electronic blanket"



Up to 60% more brilliant

### PROBLEM: How to achieve super-brilliance?

Unlike common inks, a penetrating ink must be alkaline instead of acid. And alkalis are disturbing to dye molecules. In fact, generally speaking, the more brilliant the dye the more delicate the dye molecule. Hundreds upon hundreds of existing dyes were tested—many more hundreds were especially constructed and "tailored." All failed. Yet perseverance prevailed and finally—months apart—five superb colors were at long last perfected. Spectrophotometer recordings have proved them to be up to 60% more brilliant than ordinary inks.

### PROBLEM: How to obtain permanence of writing?

Fortunately, the same substance producing penetration also sets the dyestuffs on the cellulose fibres of the paper, where even long soaking in water cannot remove them. A further increase in the permanence of writing was obtained by the inclusion of salts of heavy metals such as chromium, molybdenum, vanadium and copper. These compounds help develop maximum permanence of writing with Parker Superchrome Ink and they also help the selected dyes maintain a lasting brilliance which has proved itself over and over again in the laboratory under the intensified "sunlight" of the Fade-Ometer.

| UNEXPOSED                   | EXPOSED 50 HOURS |
|-----------------------------|------------------|
|                             |                  |
| SUPERCHROME                 |                  |
| MED. AV. 10 ORDINARY INKS   |                  |
| MED. AV. 12 BALL-POINT INKS |                  |

Diagram showing how other inks fade

And there in brief you have the story of Parker's high adventure among the molecules—and how after 17 years of exacting scientific research the new super-brilliant, sunfast, dry-writing Parker Superchrome Ink has come into being. You'll find it a wholly new kind of writing fluid—a delight to the eye and a delight to use.

# writing ink!

We're sorry! "Superchrome" colors and brilliance shown here are only approximate—due to limitations of even the most modern magazine printing.

## Super-Brilliance

Colors up to 60% more brilliant than those of ordinary inks. Proven in scientific tests!

## Super-Permanence

Eleven times more resistant to fading, on the average, than government standards require. Stays brilliant as long as the paper lasts.

## "Dry Writing"

This ink actually dries as it writes! Dries up to 3 times faster than ordinary inks on the market.

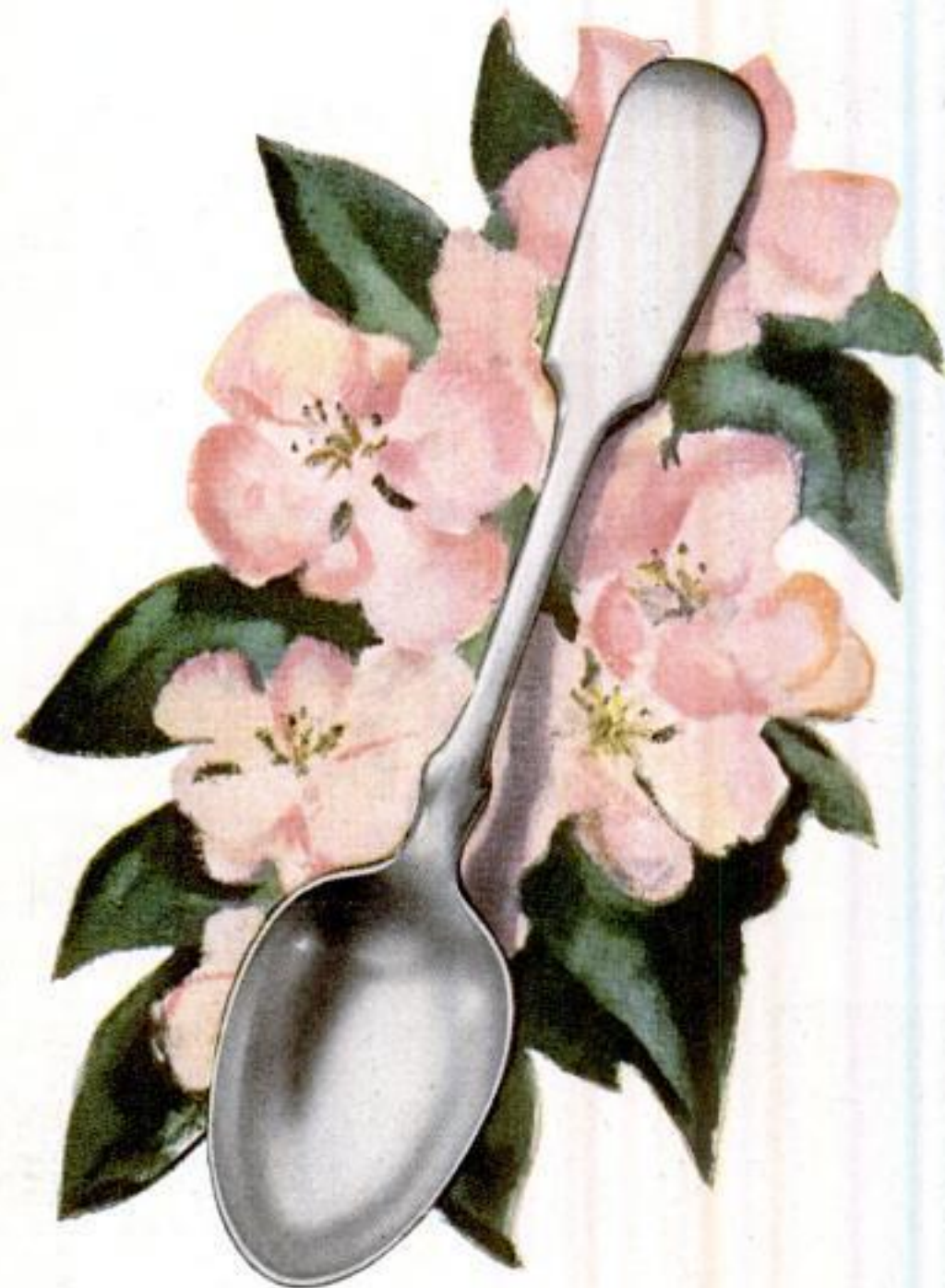
The Parker "51" pen *alone* has the special patented design and construction required for satisfactory use of super-brilliant, dry-writing Parker Superchrome Ink.

Choose from five tropic-bright colors: Super-Blue, Super-Red, Super-Green, Super-Blue-Black, Super-Black. The distinctive bottle—permanently "packaged" in protective metal—gives you every brilliant drop. Full year's supply, 4 ounces...only 50 cents. Available, for the time being, at Parker "51" dealers only.

The Parker Pen Company, Janesville, Wis. and Toronto, Can.



*A bride's favorite  
wedding gift—in 1847*



COPYRIGHT 1947, THE INTERNATIONAL SILVER CO., MERIDEN, CONN.

*A bride's favorite  
wedding gift—in 1947*

### 1847 Rogers Bros. brings you 100 years of beauty

A century ago, 1847 Rogers Bros. was America's first truly fine silverplate . . . an exciting gift indeed!

Today, it's even more thrilling! Each design has unique charm that reflects a hundred years of skill in silvercraft . . . extra height and depth of ornament no other silverplate has . . .

richness usually found only in solid silver.

Choose your favorite, from the only patterns with the year-mark "1847" . . . loved and owned by more women than any other silverware! The same fine quality. Yet no price increase since the war. 52-piece service for eight, \$64.75, with chest.

**1847 ROGERS BROS.**

*100th  
Anniversary*

ADORATION  
ETERNALLY YOURS  
FIRST LOVE

TUNE IN: "THE SILVER THEATRE,"  
SUNDAY, 6 P. M., E. D. S. T., CBS



Copyright 1947





GRITTING HER TEETH, CRYSTAL STAFFORD STANDS AGAINST THE UNBREAKABLE BACKSTOP WHILE PLAYERS SLING THEIR BASEBALL BATS AGAINST THE GLASS

## GLASS BACKSTOP

First of its kind, it is proof against balls, bats and boos

To improve visibility for baseball fans who sit behind home plate and have their view partly obstructed by the traditional protecting net, the San Francisco Seals this season installed a backstop made of glass. Then, to make sure that everybody knew about their backstop, the Seals decided to demonstrate its toughness. They got Crystal Stafford, wife of a glass-company official, to dress up in a scanty sunsuit, stood her on one side of the glass and threw baseballs at her. The glass made

a bonking noise. Then, when photographers complained that baseballs did not show up well in pictures, the players started throwing bats at Mrs. Stafford, who scrunched up against the glass with all the enthusiasm of a sacrificial goat (*above*). The demonstration ended when two bats broke.

This backstop, made of unbreakable "Tuf-flex" glass, is the first one of its kind in baseball. Half an inch thick and 100 feet long, it runs around center of grandstand and behind players' bench.



# "It's in the bottle!"



—says  
**PROFESSOR HUGH BLUNE**  
*champion cocktail mixer since 1892*

## EXPERIENCE *is in the bottle*

"I don't like to boast but I'm sure that we have mixed more cocktails than anyone else in the world. There are 55 years of cocktail-making experience in every Heublein bottle!"

## THE FINEST LIQUORS *are in the bottle*

Vatted Vermouths  
Pot-Still Gin  
Rare Whiskies from  
Heublein's private stocks

## FIVE KINDS *—at your local liquor store*

Dry Martini, 71 proof  
Manhattan, 65 proof  
Daiquiri, 60 proof  
Side Car, 60 proof  
Old Fashioned, 70 proof

G. F. Heublein & Bro., Inc.  
Hartford, Conn.

*Just add  
ice and  
serve!*



*"I mix them—You pour them"*

# HEUBLEIN'S *Club* COCKTAILS

Reg. U. S. Pat. Off.

AMERICA'S LARGEST-SELLING COCKTAILS • SINCE 1892

## Glass Backstop CONTINUED



FROM MIDDLE OF STAND spectators get good look through glass. Wire mesh used for top half does not affect vision much, as fans sit far back of it.



HAVEN FROM BOOS is found at the bat rack. The heavy glass cuts hoots and shouts of the hysterical spectators down to an almost inaudible mumble.



There's a *New* Word for Entertainment Like This...

# Copacabana!



It means packing Broadway's brightest  
nightspot with Hollywood's top talent! Teaming  
Groucho Marx and Carmen Miranda...  
the most spectacular comedy combination  
of the century! Creating songs the Coslow way...  
for amazing Andy Russell and grownup,  
glamorous Gloria Jean! Yes, it  
means a show so big  
so bright, so beautiful...  
so lavish, so lilting,  
so laugh-laden...that there's  
never been another  
like it and may  
never be again...so  
don't miss it!

**GROUCHO MARX** **CARMEN MIRANDA**  
**ANDY RUSSELL**  
**STEVE COCHRAN** **GLORIA JEAN**

in a *Sam Coslow* MUSICAL PRODUCTION  
**"COPACABANA"**

with the **COPA GIRLS**—the 14 Most Beautiful Girls in America—and the Nation's  
Top Nightspot Reporters... **LOUIS SOBOL**—**ABEL GREEN**—**EARL WILSON**  
Directed by **ALFRED E. GREEN**  
Screenplay by Laslo Vadnay, Alan Boretz and Howard Harris • Additional dialogue by Sydney R. Zelinka  
Words and Music by Sam Coslow  
Released thru **UNITED ARTISTS**

Hear 'em sing

"Je Vous Aime"  
"Stranger Things  
Have Happened"  
"My Heart was  
Doing A Bolero"  
"Let's Do the  
Copacabana"

**ON ITS WAY TO YOUR FAVORITE THEATRE!**





RCA Miniature Tubes enhance the tonal brilliance of RCA Victor Globe Trotter portable radios.

## ***She shall have music wherever she goes!***

Wherever you go with your RCA Victor Globe Trotter portable radio you'll enjoy unusual richness and clarity of tone—volume enough for outdoor dancing—made possible through tiny tubes.

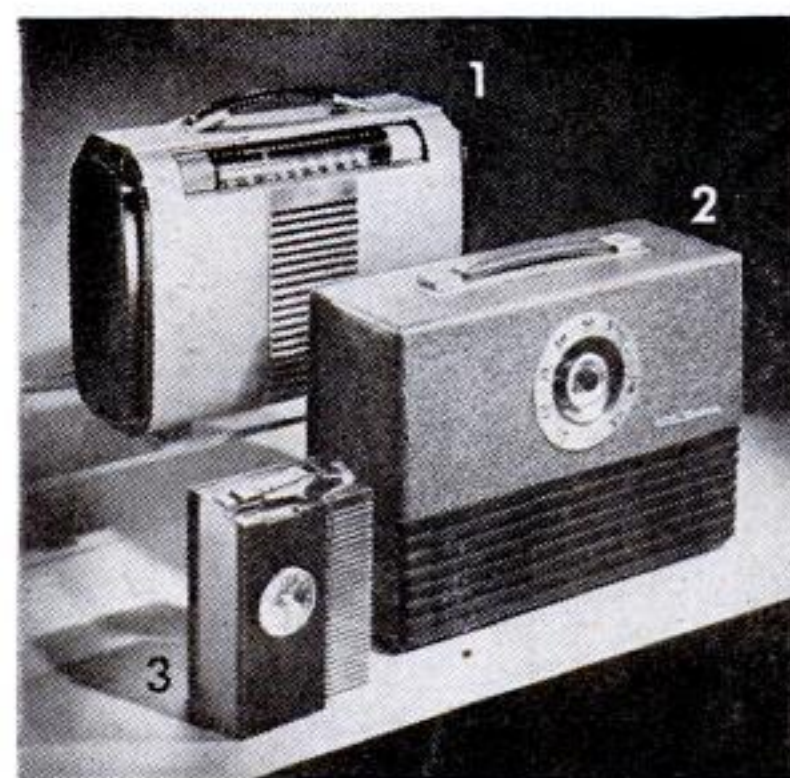
Miniature tubes save valuable space in small radios—space that can be used for larger and better loudspeakers and for longer lasting, radio-engineered RCA batteries.

These miniature tubes were developed by RCA Laboratories—a world center of radio and electronic research—and long a leader in development of electron tubes for all purposes.

At RCA Laboratories, the same research, experimentation and advancement that resulted in these improved tubes, keep all RCA products and services at the top in their particular fields.

When you buy a product bearing the name RCA or RCA Victor—a radio set, television receiver, Victrola radio-phonograph, a radio tube or phonograph record—you get one of the finest products of its kind science has achieved. "Victrola" T.M. Reg. U. S. Pat. Off.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.

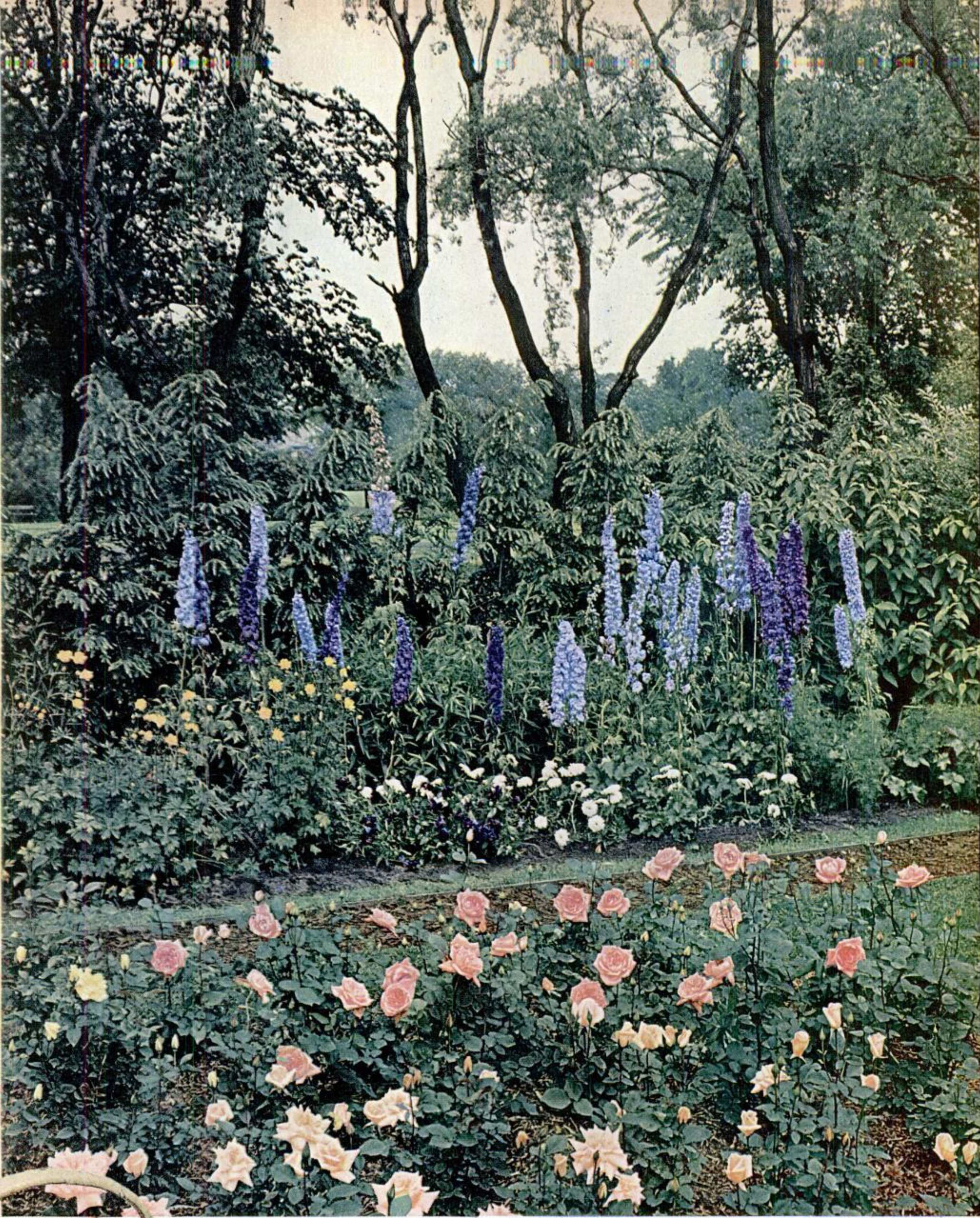


Ideal traveling companions. (1) RCA Victor "Globe Trotter" portable radio—operates on AC, DC, or batteries. (2) RCA Victor "Escort"—has a battery you can recharge from any ordinary AC electric outlet. Even plays while recharging! (3) RCA Victor "Solitaire"—less than 6¼ inches tall! Stop in and hear them soon at your nearest RCA Victor Dealer.



**RADIO CORPORATION of AMERICA**





Delphiniums tower above pink roses and white daisies in the 15-acre Jackson & Perkins garden.



# Delphinium

The tall and stately delphinium was named for the pointed nose of the dolphin by the Greeks, who saw a resemblance between the fish's nose and the pointed tip at the blossom's floret. The British, seeing another resemblance, called the flower larkspur after the heel of their favorite songbird. Coming to America from the gentle English climate, this perennial flourished in the warm South but did not usually survive in the north. This spring the first big delphinium strain (*above*) hardy enough to survive almost any U.S. winter was introduced to gardens by Jackson & Perkins, Newark, N.Y. horticulturists. Like all delphiniums, the new varieties will find their best place in the rear of garden borders (*above*), serving as a tall, lovely backdrop for other early summer flowers.

CONTINUED ON NEXT PAGE





**RICH VIOLET** flower, like the other new hardy delphiniums on these pages, is pictured one third life-size. Its massive blooms cover 24 inches of stem.



**TWO-COLOR** delphinium is a modern type. Its pale blue was common and popular shade in early Egypt. Ancient delphinium blossoms withered at bottom before top bloomed.



**WHITE EYES** show in Gayety, whose grower has a perfumer's taste in names. Others shown here (*left to right*) are Glorious, Divine, Enchantment, Delightful, Desirable.

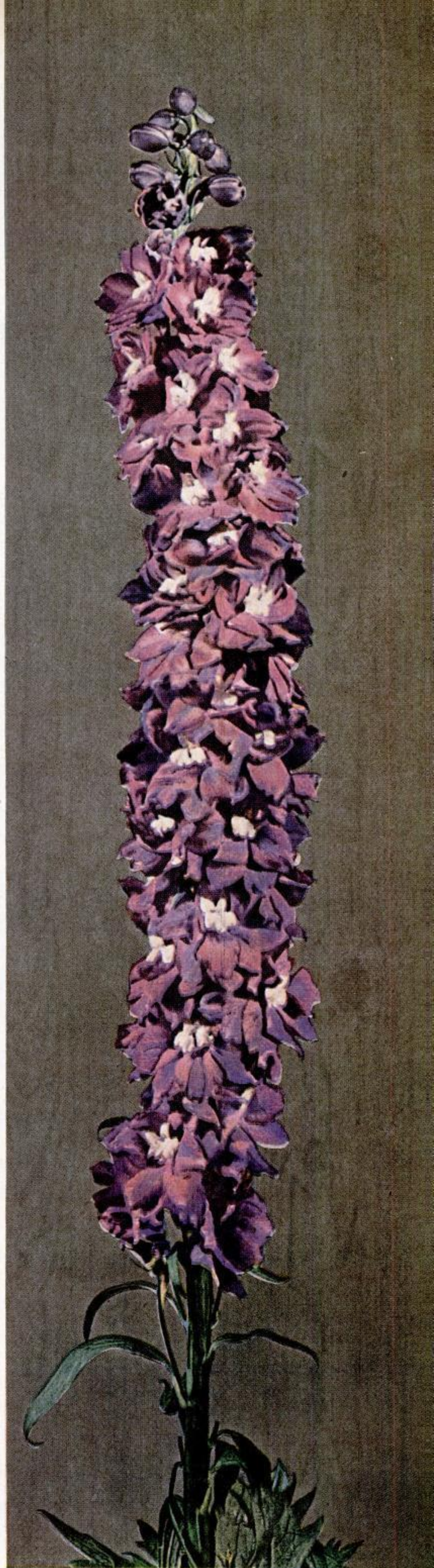




**LIGHT BLUE** type, like the rest, reblooms in early fall if stalk is pruned after June bloom. A delphinium called *Staphiságría* produces a drug used to relieve neuralgia.



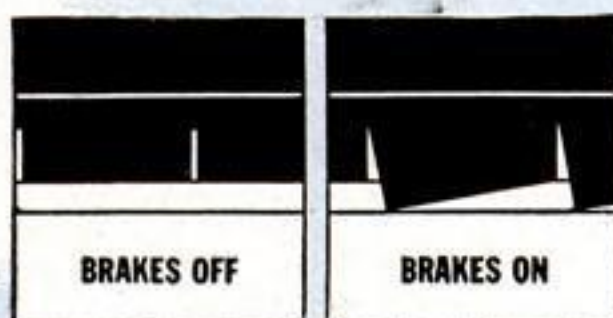
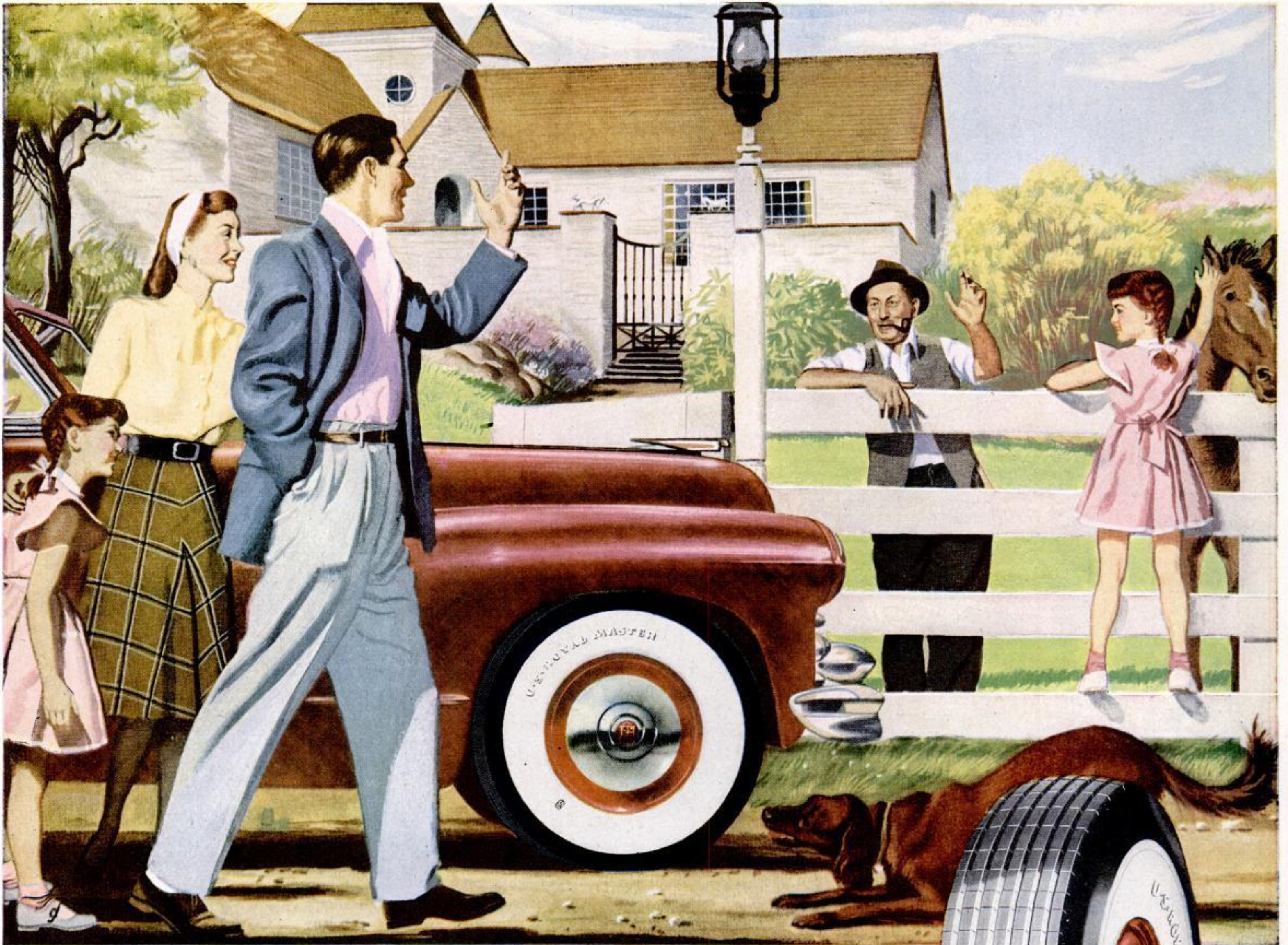
**DEEP BLUE** flower is the shade that has long been called delphinium blue by the fashion designers. Pretty as they are, the delphiniums are unfortunately almost without fragrance.



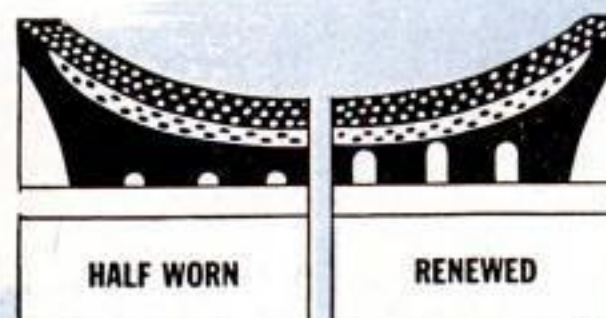
**DARK PURPLE** delphinium was squeezed by ancient Persians as dyes for rugs. The Romans ground up delphinium seed and used it as insect powder.



# The tire you've missed



**ALL NATURAL RUBBER DE-SKIDDED TREAD** keeps you safer on wet roads or dry. Touch your brakes—and it breaks into individual, tilted stopping blocks...knives through slippery road film to dry pavement . . . grips *hard*—stops you 4 to 223 feet quicker than ordinary tires.



**RENEWABLE TREAD DESIGN** gives you up to 50% more anti-skid mileage. The *extra-deep* Royal Master tread can be *renewed* when worn smooth. You get its original safety pattern restored and you're off to thousands of extra miles of safe driving.



**MATCHLESS BEAUTY.** The trim, flowing lines of the Royal Master blend smartly with today's car designs. There's no matching the Master for the distinction and beauty it brings to your car.

ROCKEFELLER CENTER, NEW YORK 20, N. Y.

UNITED STATES RUBBER COMPANY



# the most is here again

**The U.S. ROYAL MASTER brings you once more its famous all natural rubber De-skidded tread and its record-breaking anti-skid mileage**

You who have known the Royal Master have never forgotten its war-time service.

Time and again, you've told how you kept going while others went through tire after tire. Many of you rode all through the war years without a thought for finding new tires.

And now—after more than five years—great new Royal Masters are here at last! And they bring you everything you've missed so much in your driving.

There's the *extra-deep* tread—the *renewable* tread grip—the thousands of extra tire miles.

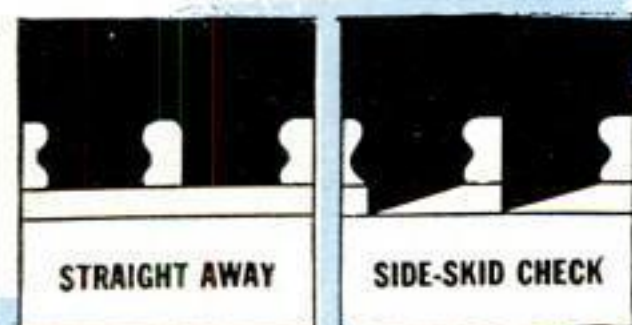
There's the safety you found only on the Master. Its all natural rubber *De-skidded* tread will once more slice through water, mud or oil ...check side-skids on the wettest roads...stop you 4 to 223 feet quicker.

And today, you can put the danger of blow-outs even farther from your mind. The new U. S. Royal Master has even stronger blowout-resisting cord construction than ever before.

The Royal Master has returned at last—just as you hoped it would—in every way as fine a tire as you can own.



**NEW BLOWOUT PROTECTION**—greater than ever! Royal Master owners have always been far safer from blowouts. Now, the new Master brings you still stronger, tougher cord construction . . . keeps you freer from blowout worries than ever before.



**SIDE-SKID CONTROL** makes every curve safer, every stop straighter on Royal Masters. *De-skidded* tread steadies your car the moment it starts to slip. Sharp-edged tread ribs bite through road film...grip *tight* on the road surface...cut down the danger of side-skids.

*Aren't you glad you'll ride again on the*

**U.S. ROYAL  
MASTER**

S E R V I N G      T H R O U G H      S C I E N C E





"The best yet"

White Owl is one cigar that's even better than before. It's better made and better tasting—at its peak for smoking pleasure and value.

There's choice Havana blended generously in White Owl's filler with plenty of mellow American leaf. It's smoking proof of why more men have enjoyed White Owls than any other cigar ever made in the United States.



Blended-with-Havana WHITE OWL 9¢





IN COMPOSITE PICTURE, LIFE PHOTOGRAPHER RALPH CRANE SHOWS JUST WHAT NIGHTCLUB PATRON IMAGINES IS HAPPENING TO HIM WHEN EVELYN KNIGHT SINGS

# EVELYN KNIGHT

A sultry ballad singer snuggles up to a big, palpitating public

Probably the most skillful exponent of the sexy vocal trick of seeming to climb right into a listener's lap (*above*) is a rising 26-year-old radio singer named Evelyn Knight. Miss Knight, who towers six feet in heels and hair-do, has been doing this ever since she got a \$30-a-week job gliding from table to table in a Washington, D. C. bistro seven years ago. Trained as a concert singer, she had lost so much of the classical manner by the time she graduated to Paul Whiteman's show in 1944 that

her disillusioned voice teacher felt moved to wire her: "You have no more voice than a goat." But her sultry, slinky phrasing of such folk songs as *The Lass with the Delicate Air*, *The Toorie on His Bonnet* and *Let Him Go, Let Him Tarry*, which somehow carry a feeling of intimacy right over the air waves, quickly won her thousands of admirers. Now Miss Knight gets \$2,000 a week on Tony Martin's Texaco show and figuratively climbs into the laps of millions of happy radio listeners every week.



a *Gaby* tan  
is a  
*Beauty*  
tan!



Gaby Greaseless  
Suntan Lotion helps the  
sun make you lovelier.  
Gaby gives you a rich,  
even tan—without  
painful sunburn! This  
dainty, greaseless lotion  
actually filters out the sun's  
harmful rays while it promotes  
a glamorous Gabytan! No messy oil...  
no stickiness...no skin-drying alcohol.  
Trust your tan to Gaby!

25c 50c \$1.00 plus tax



## Evelyn Knight CONTINUED

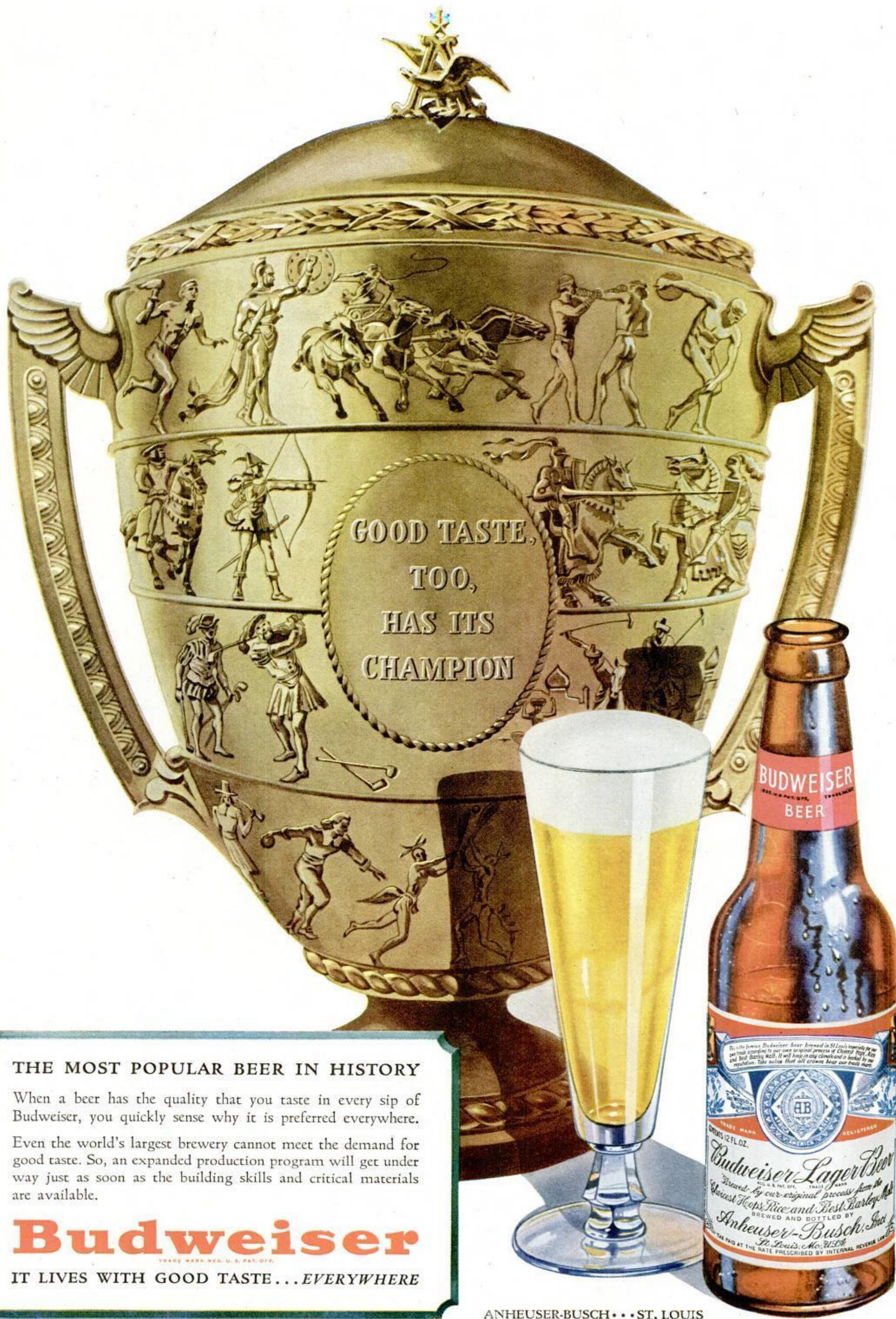


**LISTENERS' VISIONS** of Miss Knight, who never sings in costume (left foreground), might include and three top images as she sings (left to right) *The Toorie on His Bonnet*, *You Leave Me Breathless* and *The Lass with the Delicate Air*.



**A PUBLICITY STUNT** arranged by her eager radio sponsors (Texaco) got Miss Knight on top of a fire truck in a Gardena, Calif. civic parade. This was a far cry from the days when she sang *Nearer My God to Thee* in a girls' choir.





### THE MOST POPULAR BEER IN HISTORY

When a beer has the quality that you taste in every sip of Budweiser, you quickly sense why it is preferred everywhere.

Even the world's largest brewery cannot meet the demand for good taste. So, an expanded production program will get under way just as soon as the building skills and critical materials are available.

# Budweiser

IT LIVES WITH GOOD TASTE...EVERYWHERE

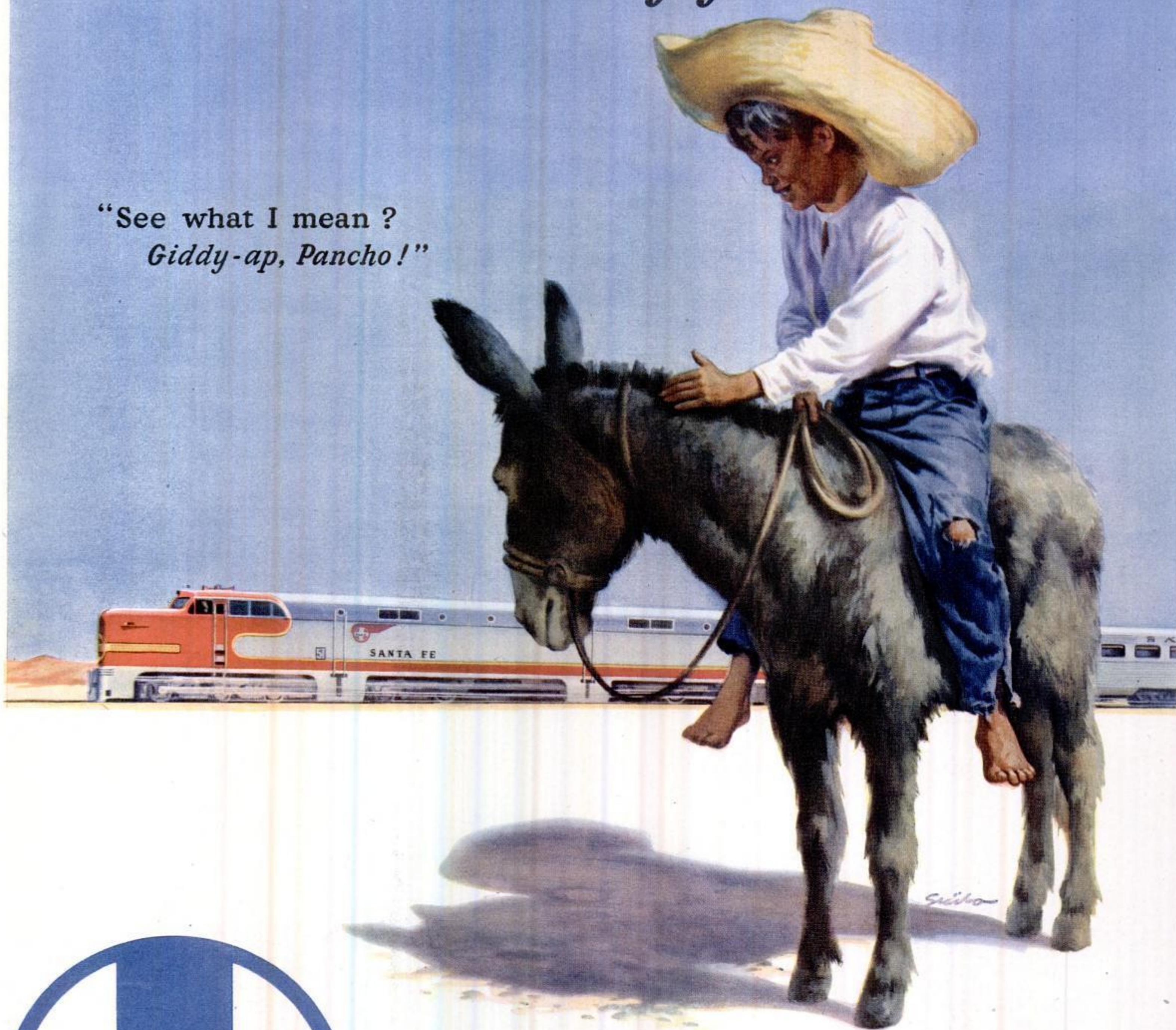
ANHEUSER-BUSCH • • • ST. LOUIS



# Santa Fe

*the more-to-enjoy route*

"See what I mean ?  
*Giddy-ap, Pancho !*"



Our little friend has the right idea. No matter which one of our fleet of fine Santa Fe trains you ride, there's more to enjoy—more to see—more to write home about. A feast of Fred Harvey food and a feast for eyes whether you look for pepper-festooned villages, Indians in silver and turquoise, snow-capped mountains, or hell-for-leather cowboys. Yes, folks, that's traveling—Santa Fe style.

**SANTA FE SYSTEM LINES . . .** Serving the West and Southwest





SEATED BEFORE THE DOCTORS OF THE AMPUTATION BOARD, GEORGE LOTT CALMLY ACCEPTS THEIR DECISION TO REMOVE HIS HOPELESSLY DAMAGED RIGHT ARM

# GEORGE LOTT 30 MONTHS LATER

The wounded GI whose painful trip home LIFE documented in 1945 is still a patient in an Army hospital

On Jan. 29, 1945 LIFE published the story of George Lott, an American soldier who was wounded in France and evacuated to the U.S. The story began on a wet morning two months earlier when Lott, a 22-year-old medical corpsman, was hit by fragments of a mortar shell and so became one of the then 663,859 casualties of the U.S. armed forces. With both arms shattered, he stumbled back to his battalion aid station. During the four weeks that followed, Lott passed through two more dressing stations and five hospitals in Europe, traveled 4,500 miles by plane, train and ambulance, and was finally admitted to the hospital at Mitchel Field, N.Y. Every step of his painful odyssey was recorded by LIFE Photographer Ralph Morse, who followed him on his circuitous journey home.

Last week Morse visited George Lott again, this time in Percy Jones General Hospital at Battle Creek, Mich. Two and a half years have passed but Lott is still a patient under constant treatment, still a name on the list of 42,000 hospitalized U.S. soldiers of World War II. He has had five operations, about 2,500 injections of penicillin. The kind of medical care that saved the lives of 96% of the war wounded has given him back his general health (he

weighs more now than he did on induction) and the full use of his left arm. But his right arm, whose nerves were irreparably damaged, is useless and misshapen. It has never ceased to give him pain. When the hospital amputation board (above) reluctantly decided that the arm must come off within the next few days, he accepted their verdict almost gratefully. An artificial arm will be more useful to him than a paralyzed one.



FAMOUS PICTURE, from LIFE's first story on Lott, showed him gasping with pain as surgeons applied a heavy body cast.

Years of suffering and confinement have not destroyed Lott's self-confidence or embittered him against the world. He is glad to be alive at all and looks forward to the time, perhaps four or five months from now, when his treatment will be over and he will be discharged. Then, he believes, there will be work for him: perhaps a night watchman's job to start with. He will have a lifetime pension from the government and can be independent. Like all the severely wounded, he has learned to be patient; but war-torn bodies are a long time healing and the waiting is hard to bear, harder even than the pain of surgery. There are not many things George Lott can do to make the days pass more quickly. He sleeps, dresses, eats, exercises and goes fishing whenever he can (next page). But most of the time he waits.



## MESSAGE TO GENTLEMEN

who belong to the world's most distinguished After-Shave Club

• Join the men who have made Aqua Velva the world's most popular after-shave lotion. Bracing as a breeze—cool, refreshing Aqua Velva leaves your skin feeling softer and smoother. Men like the clean, fresh scent.

Just dash a little Aqua Velva on your face after you've finished shaving. That's all you need to do to get the utmost in after-shave pleasure.

The J. B. Williams Company, Glastonbury, Connecticut, makers of fine shaving preparations for over 100 years.



## Relax and have Fun in Reliance Slacks 'n' Shirts

For Boys and Students

**Reliance Proves Fine  
Boys' Wear Need Not  
Be Expensive!**

Reliance boys' slacks are full-cut, man-tailored—with pleats, concealed stitching, zipper fly, full cuffs, dropped belt loops. In all colors and patterns in wool, part wool, cotton poplins. Age sizes 8 to 18. About \$3.95 to \$6.95.

Reliance boys' sport shirts have good shoulder fit, well-cut collars, full-cut tailoring. Age sizes 8 to 18 in all popular colors. Short-sleeve in fine cotton poplins, about \$1.95. Long-sleeve sport shirts, about \$2.25 and \$3.00.

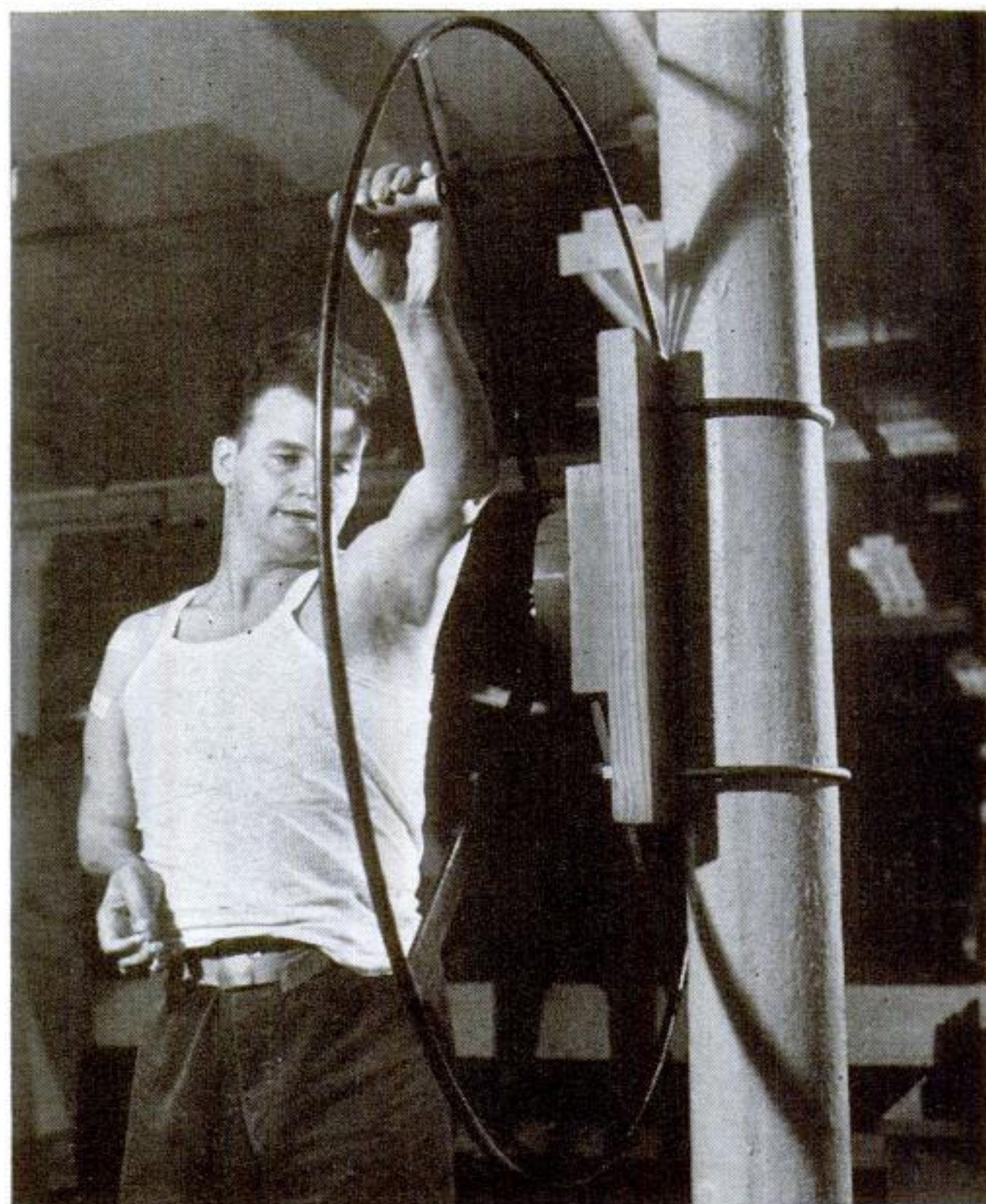
Remember, all Reliance Boys' Wear is laboratory-controlled quality to assure the utmost in good looks, washability, enjoyable lasting wear. Ask for Reliance Boys' Wear by name at better stores everywhere.

# Reliance

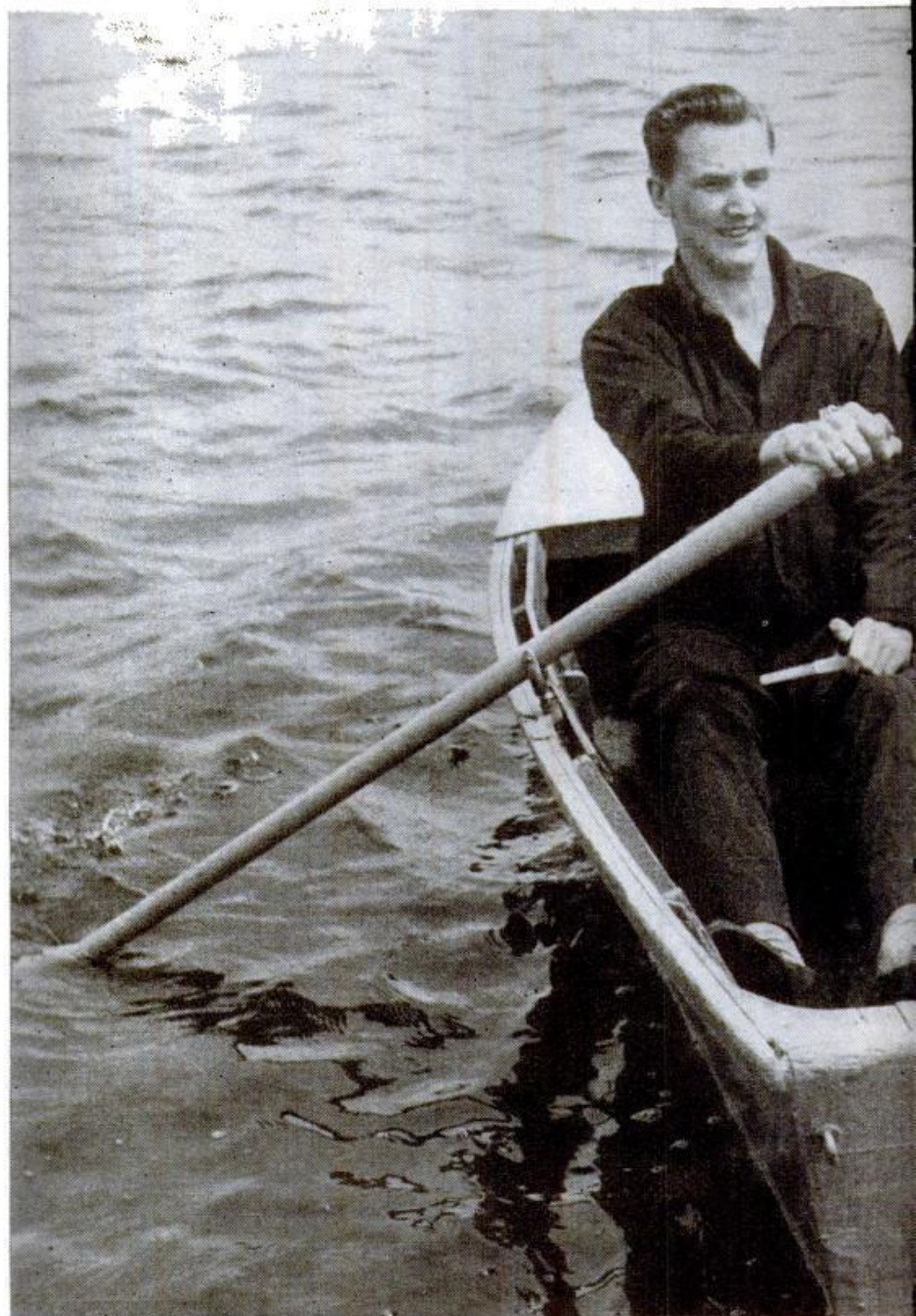
Shirts • Pajamas • Sportswear • Slacks • Play Garments  
RELiance MANUFACTURING CO., 212 W. Monroe St.  
Chicago 6



George Lott CONTINUED

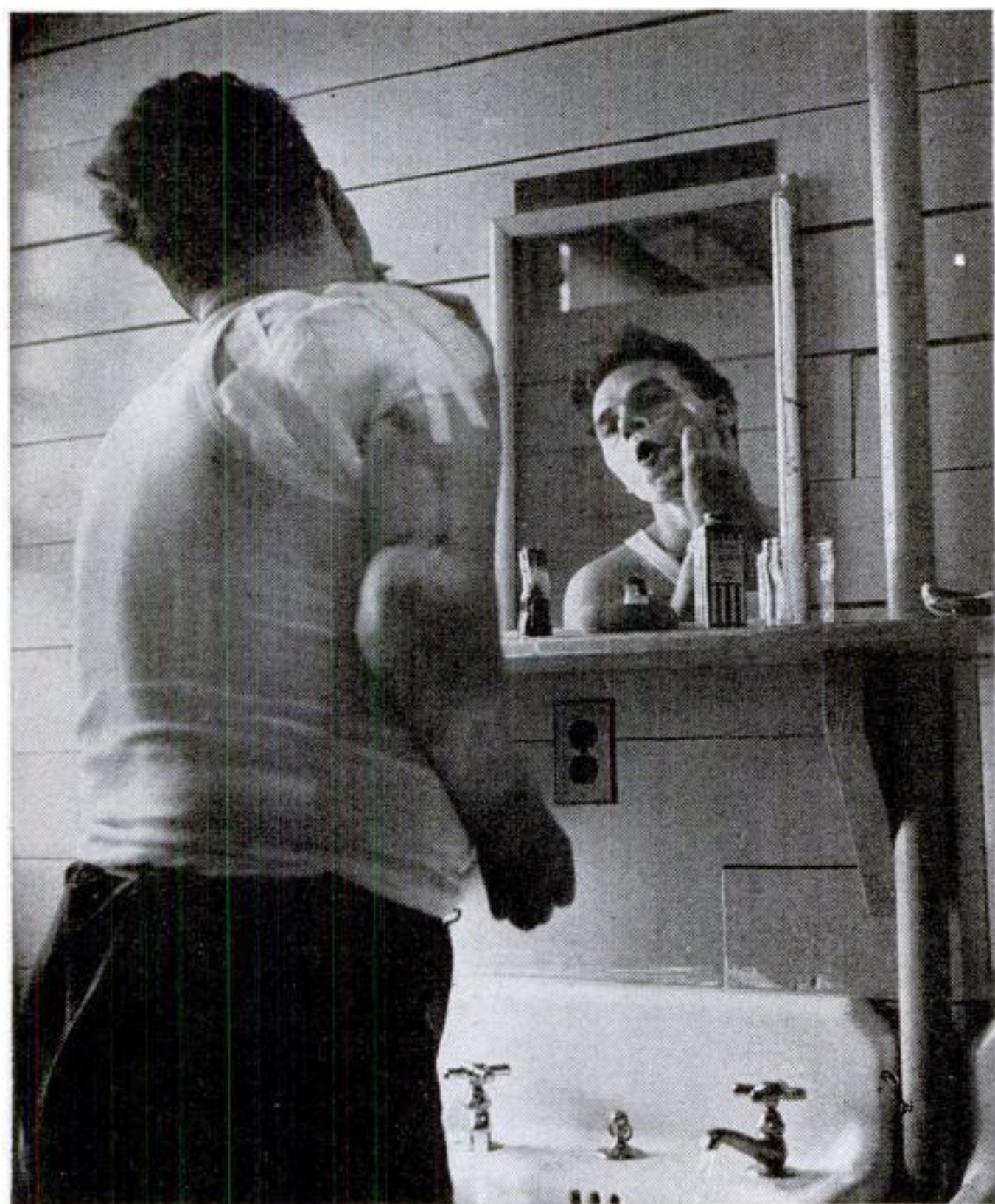


**SHOULDER WHEEL** stretches Lott's muscles, and develops full range of motion. He uses it to strengthen his left arm, which is still a little stiff.



**TWO MEN WITH ONE PAIR OF ARMS**, George Lott and his friend Don Dienhart team up to row and fish on the lake near the hospital annex. Once





**LEFT-HANDED SHAVING**, once a difficult feat for right-handed Lott, has become easy. In time he will learn to write and tie knots with his left hand.



wardmates, the two spend their free time together and help each other in as many ways as possible. Dienhart writes all of Lott's personal letters for him.

CONTINUED ON NEXT PAGE



## Relief from burning Athlete's Foot!

**Most  
Chiropodists  
(Foot Specialists)  
recommend  
foot massage  
and soothing  
Quinsana to  
comfort,  
pep up  
tired feet**



**Amazing Results in Clearing Up Athlete's Foot.** Tests prove 9 out of 10 get complete relief from itching, burning Athlete's Foot after 30-day Quinsana treatment. Amazing proof that Quinsana helps clear up Athlete's Foot fast.

**Helps Prevent Athlete's Foot.** Athlete's Foot fungi exist wherever there is heat, perspiration and dampness . . . especially in shoes and socks. Quinsana helps destroy these fungi *before* they cause a serious case of Athlete's Foot!

**Keeps Feet Dry, Comfortable.** No clammy feeling on feet when you use Quinsana. Soothing, absorbs moisture, keeps feet feeling fresh.

**Just a Minute!** That's all it takes to use soft, soothing, pleasantly scented Quinsana:

**Shake Quinsana on feet,** smooth between toes.

**Shake Quinsana in shoes** before, after wearing.

Use Quinsana as part of your daily grooming.

The World's Largest Selling Athlete's Foot Powder

# MENNEN QUINSANA



## LITTLE LULU



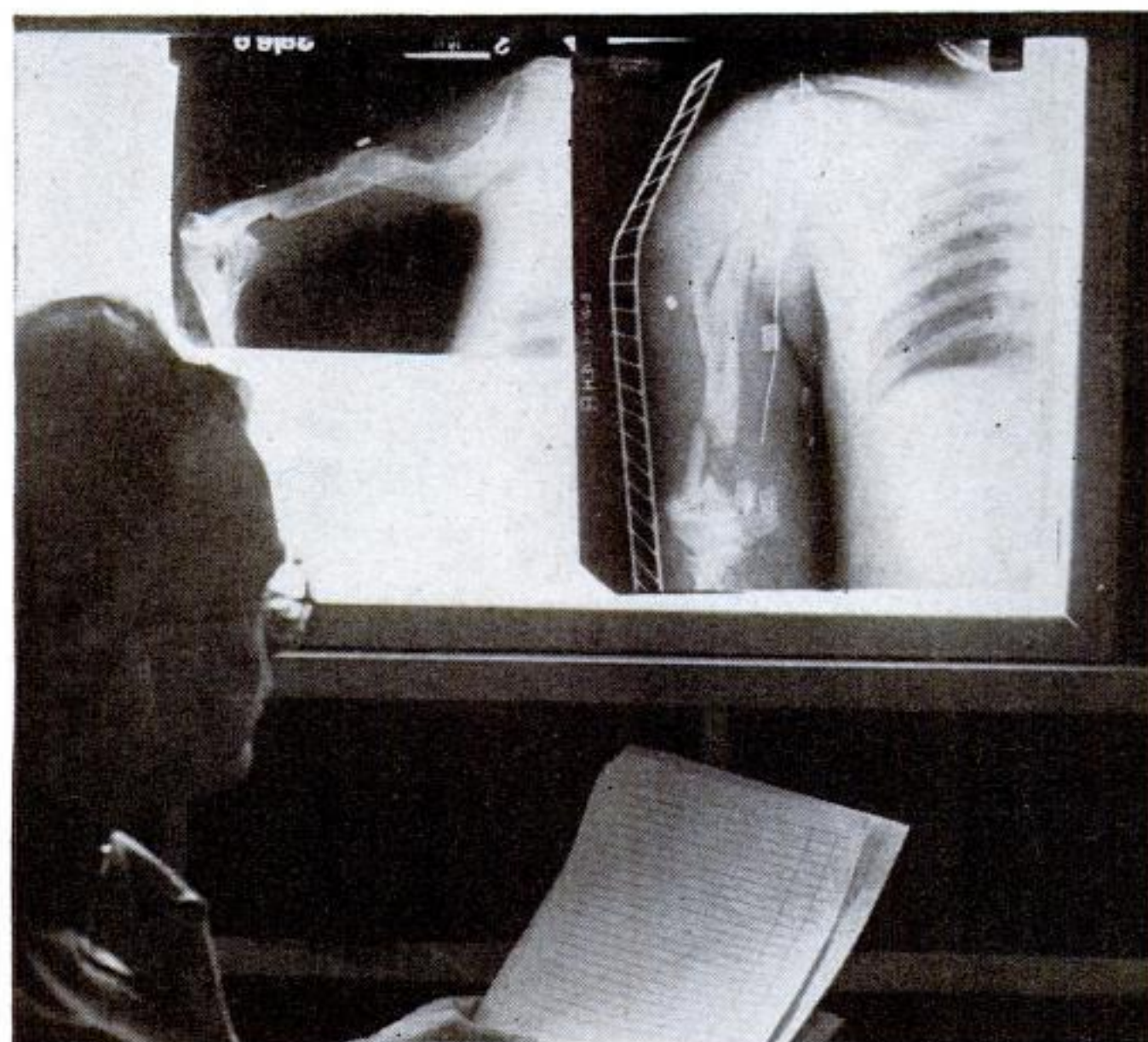
*"Kleenex is softer!"*

**Little Lulu says...** Compare tissues—compare boxes—and you'll see why 7 out of 10 tissue users like Kleenex\* best! Soft! Strong! Pops Up! It's America's favorite tissue.

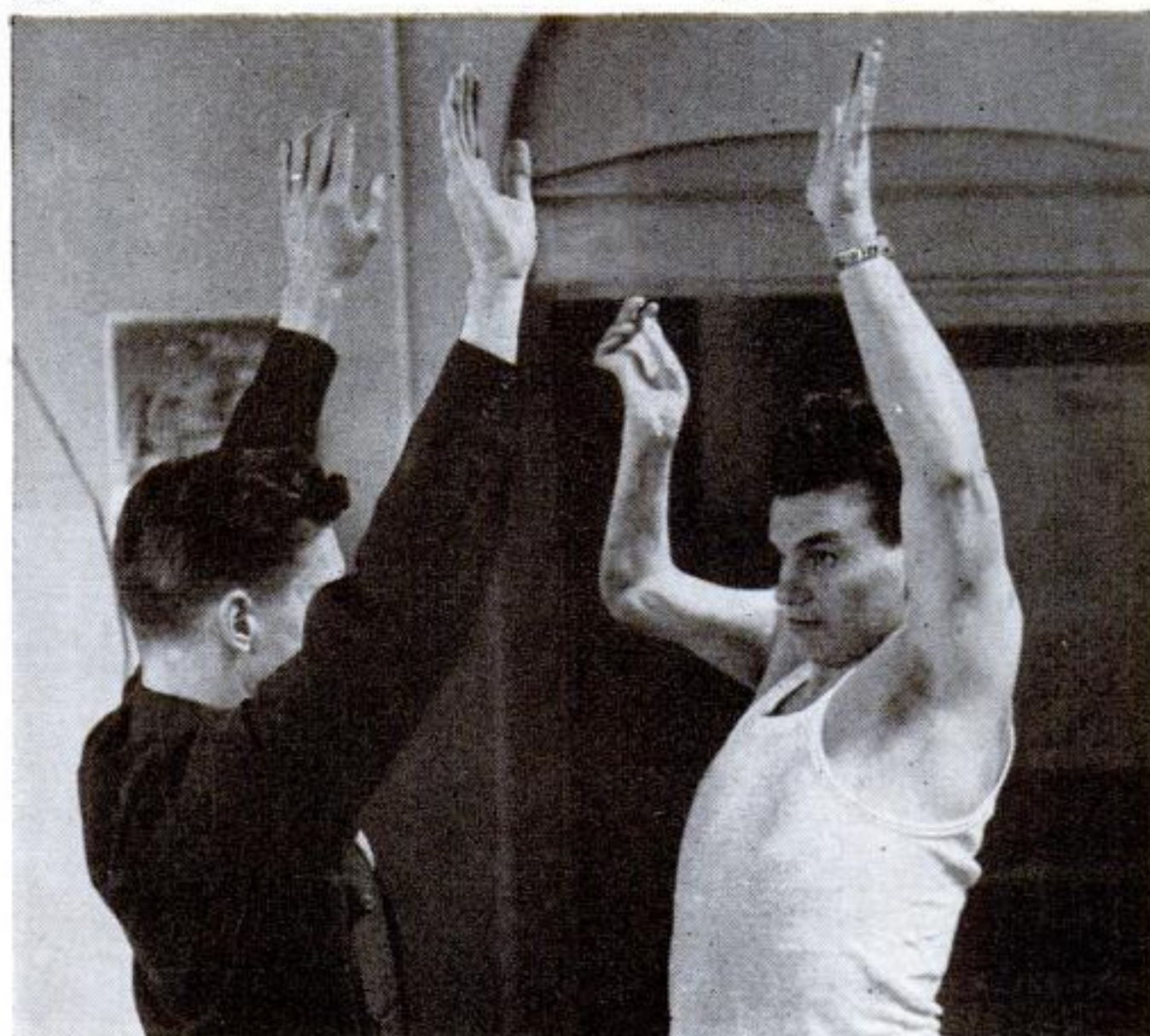
© International Cellucotton Products Co.

\*T.M. Reg. U. S. Pat. Off.

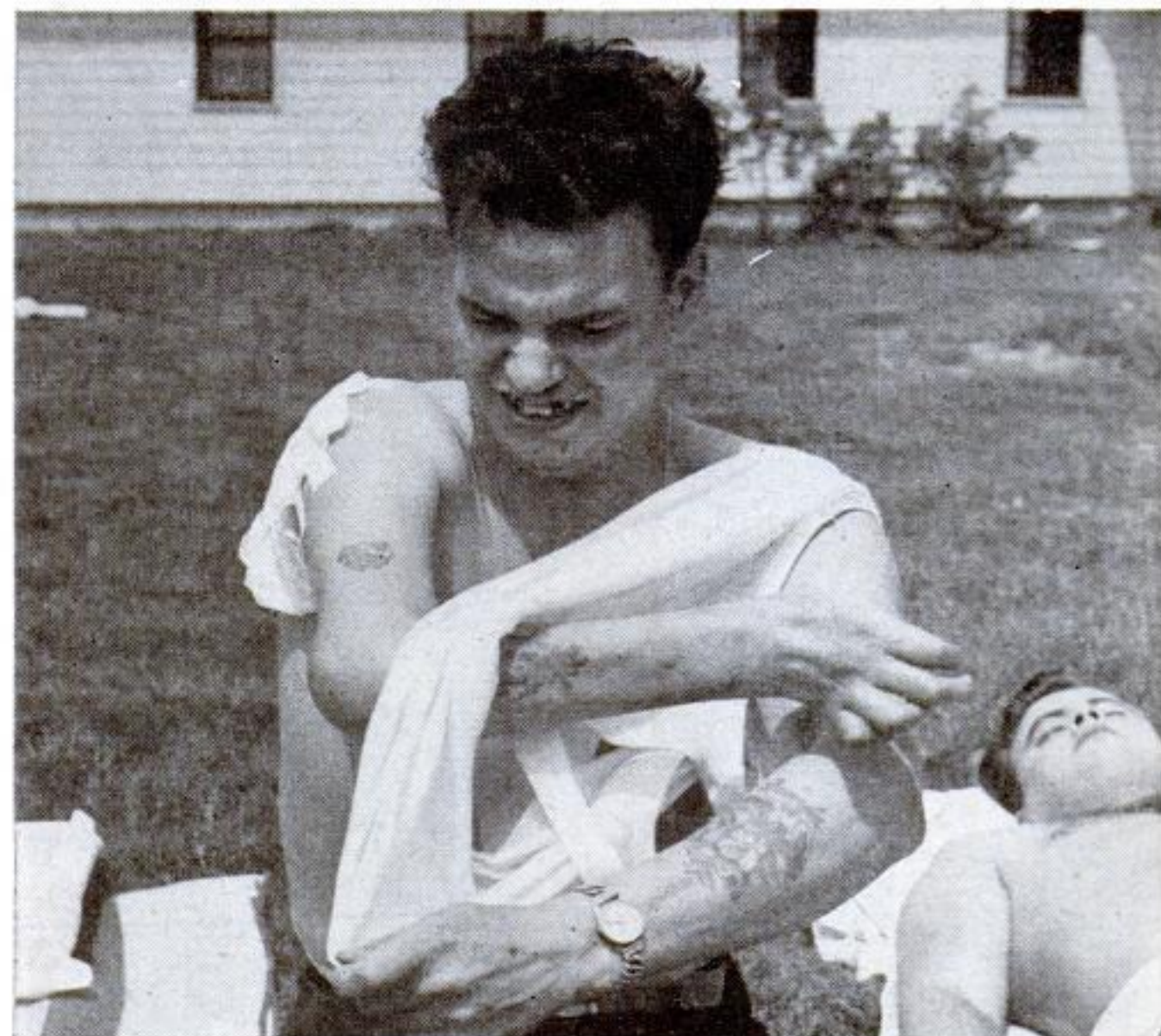
## George Lott CONTINUED



**X-RAYS** of Lott's right arm and shoulder show that originally splintered bones (right) have now healed. Nerve and muscle damage, however, is beyond repair.



**LOTT DOES HIS BEST** to imitate doctor's motions in diagnostic examination. The extent to which he fails or succeeds gives indication of his progress.



**THE PAIN** that Lott's injured arm always gives him is greatly intensified even by such a simple action as taking off his undershirt for a rest in the sun.

# BESTFORM



**BESTFORM ~ GIRDLES... BRAS... ALL-IN-ONES**



Styled by **KROEHLER**



It's An Inspiration... So Refreshingly New!

**KROEHLER**

(Say KRAY-LER)

Cushionized Furniture

(Trade-Mark)

**CHEERING ADDITION** to any home is this new Kroehler furniture.

Its beauty is breath-taking... its comfort superb,  
because it's *Cushionized*. Yet it's priced well within the  
modest budget. Ask your Authorized Kroehler Dealer.



World's Largest  
Furniture Manufacturer  
Copyrighted material



# Ahoy! Old Mr. Boston's



## MINT TOM COLLINS



## RUM COLLINS



*Imported  
yet duty-free!  
86 proof*

2 ozs. Mr. Boston Rum, juice 1 lime, 1 teaspoon powdered sugar. Use 12-oz. glass. Add ice cubes, carbonated water, stir. Decorate with lemon and cherry, drop lime in glass. Use straws.



## SLOE GIN FIZZ

*America's largest selling  
Sloe Gin! 60 proof*

2 ozs. Old Mr. Boston Sloe Gin, juice  $\frac{1}{2}$  lemon, 1 teaspoon of powdered sugar. Shake well with cracked ice, strain into 8-oz. glass. Add carbonated water, decorate with slice of lemon.

*Here is the cooler  
Tom Collins! 70 proof*

2 ozs. Old Mr. Boston Mint-Flavored Gin, juice  $\frac{1}{2}$  lemon, 1 teaspoon of powdered sugar. Pour into 12-oz. glass. Add ice cubes, carbonated water, stir. Decorate with slice of lemon, orange and a cherry. Use straws.



# 5 Recipes for Coolness



## WHISKEY COLLINS

*Smooth as ocean-rocked  
whiskies of yore! 86 proof*

2 ozs. Rocking Chair Blended Whiskey, juice  $\frac{1}{2}$  lemon and 1 teaspoon powdered sugar. Pour into 12-oz. glass, add ice cubes, carbonated water, stir. Decorate with slice of lemon, orange and a cherry. Use straws.



## TOM COLLINS

*Crystal clear —  
filtered through milk  
filters! 90 proof*

2 ozs. Old Mr. Boston Dry Gin, juice  $\frac{1}{2}$  lemon, 1 teaspoon powdered sugar. Pour into 12-oz. glass. Add ice cubes, carbonated water, stir. Decorate with lemon, orange and cherry. Use straws.



## OLD Mr. BOSTON

*Importer and Distiller of*

**33 FINE WHISKEYS, GINS, BRANDIES,  
RUMS AND LIQUEURS**

Old Mr. Boston Brand Rocking Chair Blended Whiskey, 75% grain neutral spirits, 86 proof; Old Mr. Boston Dry Gin, distilled from 100% grain neutral spirits, 90 proof. Berke Brothers Distilleries Inc., Boston, Massachusetts.



# America amazed at tone difference in records played with the Cobra Tone Arm



**Reproduces records via Radionic Wave!**  
An entirely new principle... no crystals, no magnets, no needles to change. Magically erases *all* annoying noise, scratch, vibration!



**Floats lightest on the record**  
... only  $\frac{2}{3}$  of an ounce!  
Brings out tones and delicate shadings *never* heard before! Keeps records like new — you enjoy them *hundreds* of plays longer!



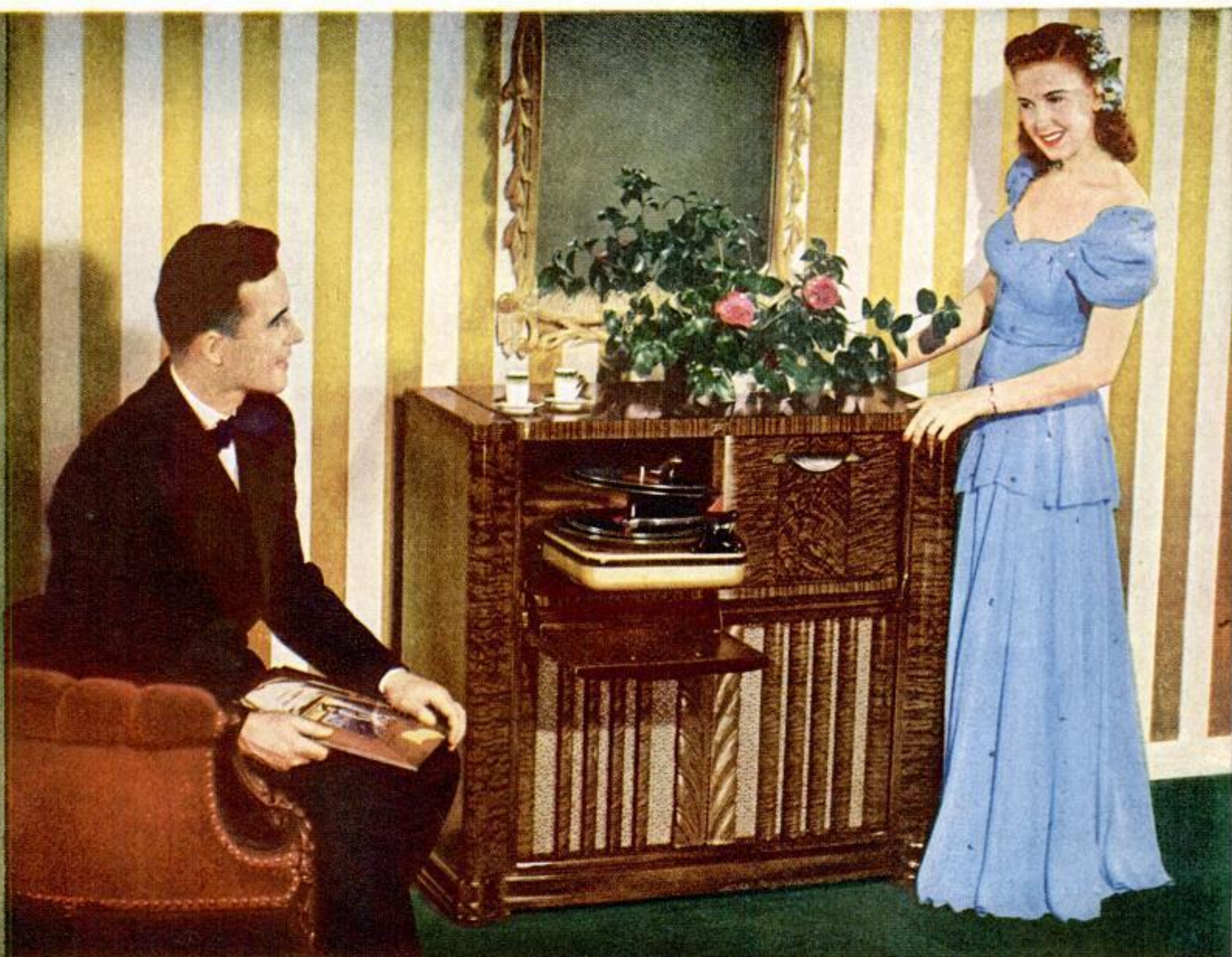
**Foolproof! You can drop the Cobra,**  
even scrape it across records!  
Nothing's harmed, because the Cobra Tone Arm's precious metal filament retracts automatically, never even touches the record!



**New Silent-Speed Record Changer!**  
...Gently, quietly changes 10 inch records, 12 inch, or both sizes mixed—so fast you enjoy a practically *continuous* flow of music!



**Plus Genuine Armstrong FM Radio, too**  
... static-free even in storms!  
Only Zenith brings you this glorious new reception without a special aerial... and on both the 50 and 100 wave bands, to protect you against any future changes!



No other radio...at any price...can give you

*This Sensational New Way to Play Records!*

**ZENITH**  
•LONG DISTANCE•  
**RADIO**

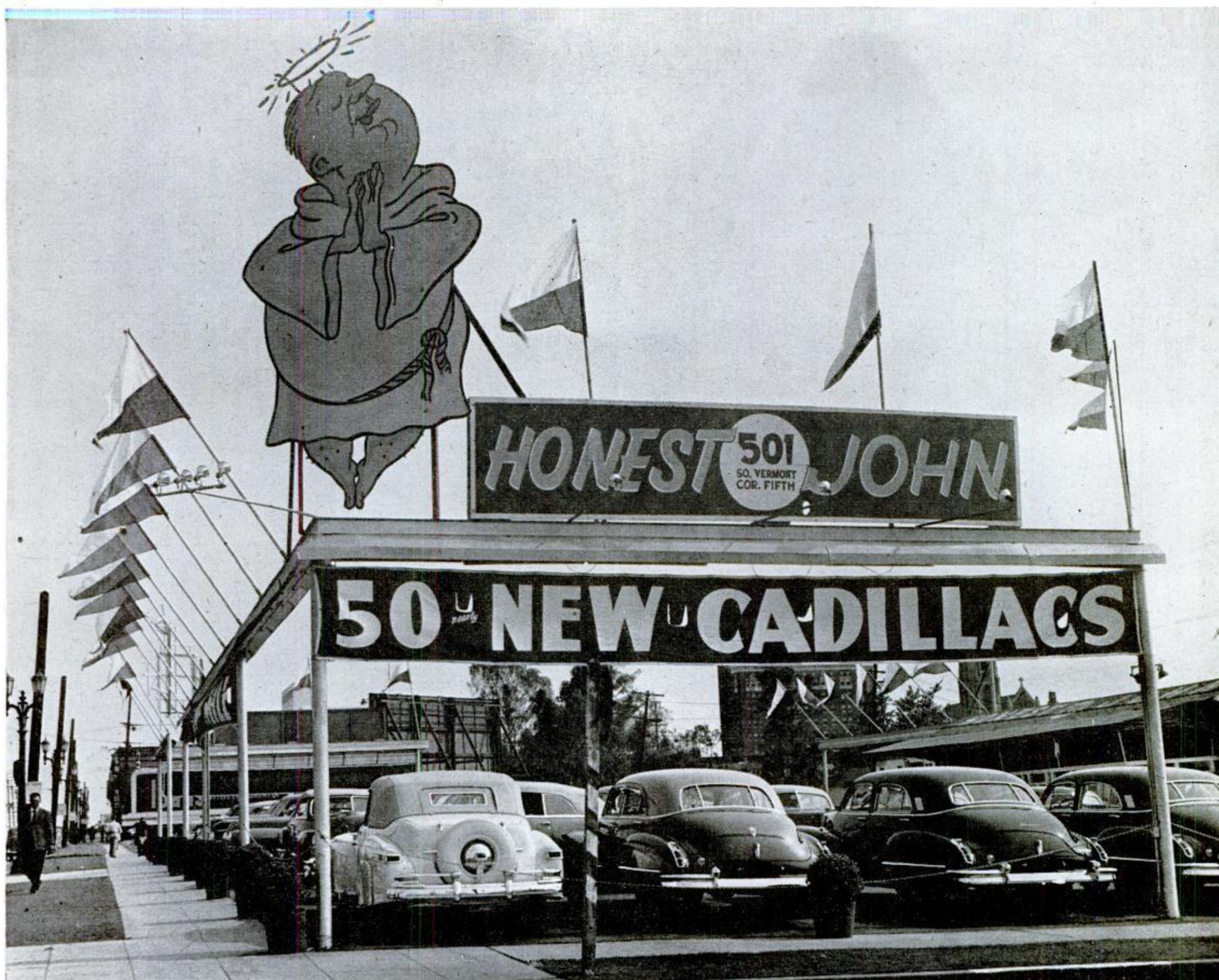
Today—at your radio dealer's—get a thrilling demonstration of the new Zenith radio-phonographs with the Cobra Tone Arm. In just a few minutes, you'll discover why Zenith is taking all America by storm!

*Illustrated above... Walnut Console Radio-Phonograph... Cobra Tone Arm, Silent-Speed Record Changer, Genuine Armstrong FM, International Short Wave and Standard Broadcast. Model 12H090 \$375. Your choice of 42 other Zenith radios and radio-phonographs, from \$26.95 to \$395. (Slightly higher on West Coast.)*

COPR. 1947, ZENITH RADIO CORPORATION

**30 YEARS OF "KNOW-HOW" IN RADIONICS EXCLUSIVELY • ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS**





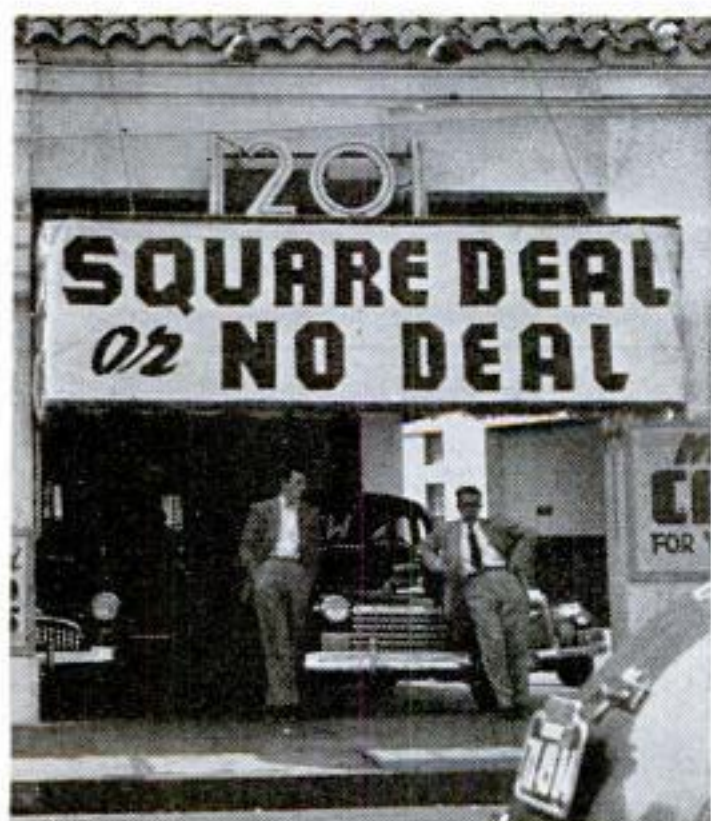
ON "HONEST JOHN" HOLZER'S LOT IN LOS ANGELES CADILLACS WHICH LIST AT \$2,635 NEW BRING UP TO \$6,000. "NEARLY NEW" MEANS 1946, 1947 MODELS

## "USED CAR RACKET"

Anyone can get a new automobile simply by paying exorbitant prices

The only way a U.S. motorist can buy a new car at the regular factory list price is to get his name on a list and wait about a year. But in almost every city a motorist can enter a "used car" lot and drive off in a 1947 automobile by the simple process of paying half again what the car is worth. For this cruel paradox many people are to blame. There are the professional used-car operators like those in Los Angeles, with their magnificent signs (above) and ready rolls of \$100 bills (below). There are semi-

professionals like the clergyman who siphoned 13 new cars out of Chicago showrooms and then disposed of them in his own used-car lot. There are amateurs like the New York department-store executive's daughter whose 1947 convertible (a wedding present) turned up on a Norfolk, Va. used-car lot before the honeymoon was over. Ordinary people, seduced by the prospect of a quick profit, are selling cars they waited years to buy. For a LIFE re-enactment of how this happens, turn the page.



**SALESMEN** stand in front of a Los Angeles lot to spot prospective customers.



**MOTORVILLE** is lot whose "mayor" is sporty Les Salazar (standing at the left).



**CHIEF BUYER** for Motorville lot, Jay Wade, accosts owners on road, pays cash.



**BIG DEALER** "Wildman" Pritchard owns four used-car lots in Los Angeles.



## HOW TO SELL NEW CAR FOR BONUS IS DEMONSTRATED BY TIME-LIFE CORRESPONDENT



**TRANSACTION STARTS**, as re-enacted by Correspondent Dwight Whitney (left), when new car is ready. From used-car dealer, Kelley, he gets money for car, \$363 bonus.



**IN SHOWROOM** Whitney finds his new Pontiac waiting for him to drive it away. He buys it, gives dealer \$1,637 cashier's check which he received from used-car dealer.



**LEAVING THE SHOWROOM** (left, foreground), Whitney starts back to the Kelley used-car lot, which is located just around the corner and scarcely one block to the left.



**ON THE WAY** to Kelley's lot Whitney's car (right, foreground) passes other used-car dealers whose eager salesmen stand on the sidewalk to buttonhole people to buy or sell.



**AT USED-CAR LOT** Whitney turns car over to Dealer Kelley (standing). Los Angeles used-car dealers get at least one fourth of all 1947 model cars coming into the city.



**ON SALE AGAIN**, the Pontiac is shown by Dealer Kelley to prospect. Price is now \$2,363.85, or \$726.85 over list figure. Note Pontiac dealer's sign (right) a block away.

CONTINUED ON PAGE 98



AS PUBLISHED IN THE U. S. PRESS, 1943

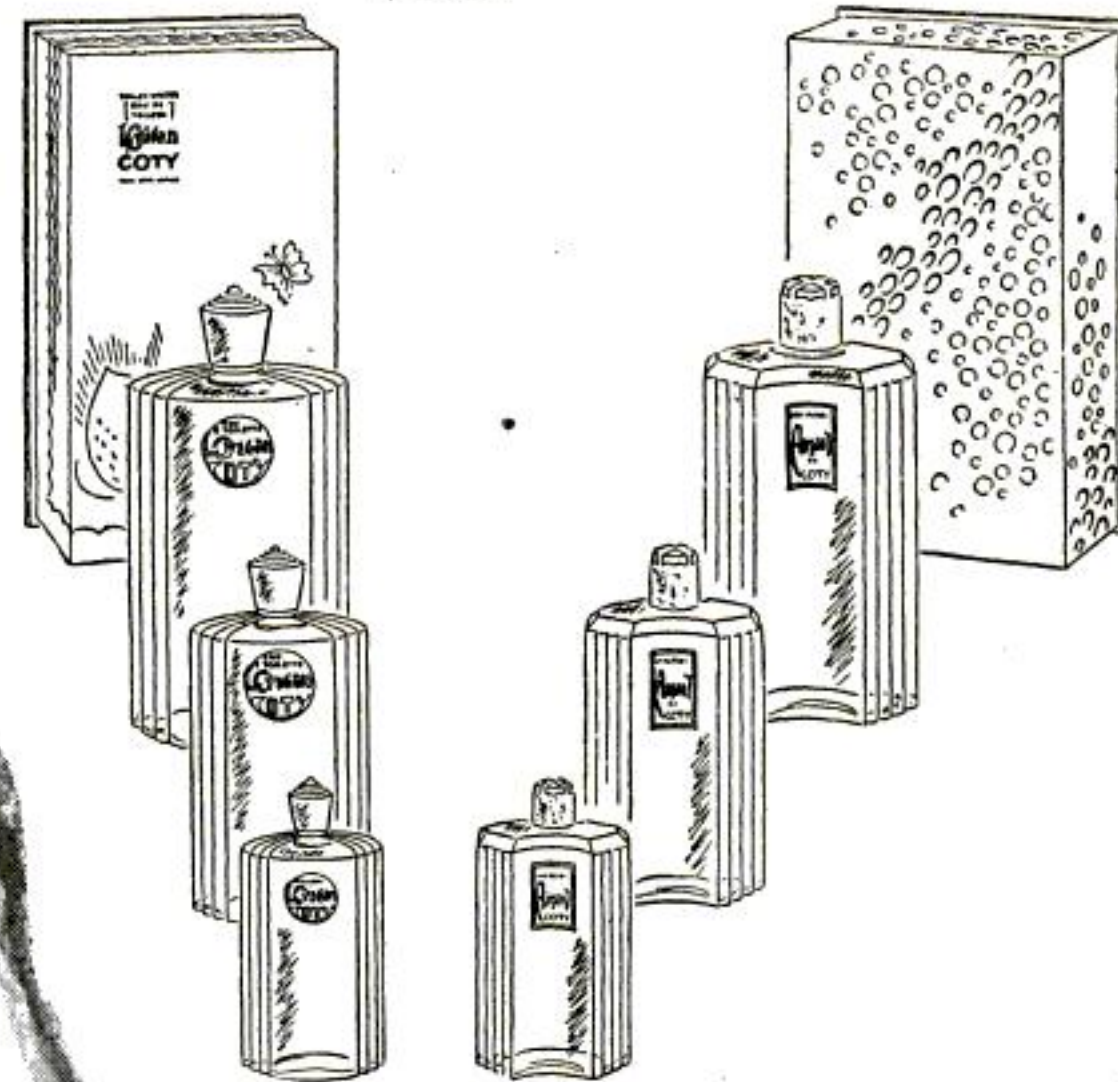
# Why It Is Difficult To Find Coty Eau de Toilette

• It is Coty's policy not to produce anything unless it meets the uncompromising Coty standards.

A minimum of thirty ingredients from world-wide sources is required to make a great Coty blend. Many of these sources have been closed by enemy occupation. What is more, we have been entirely cut off from France ever since her complete invasion in November 1942.

When France is liberated, and the precious essential oils are once more obtainable, we shall as soon as possible restore to the American woman her cherished Coty Toilet Waters.

L'ORIGAN 6.75, 3.50, 1.85  
(plus tax)



L'AIMANT 6.75, 3.50, 1.85  
(plus tax)

"PARIS" 6.75, 3.50, 1.85  
(plus tax)



EMERAUDE 6.75, 3.50, 1.85  
(plus tax)

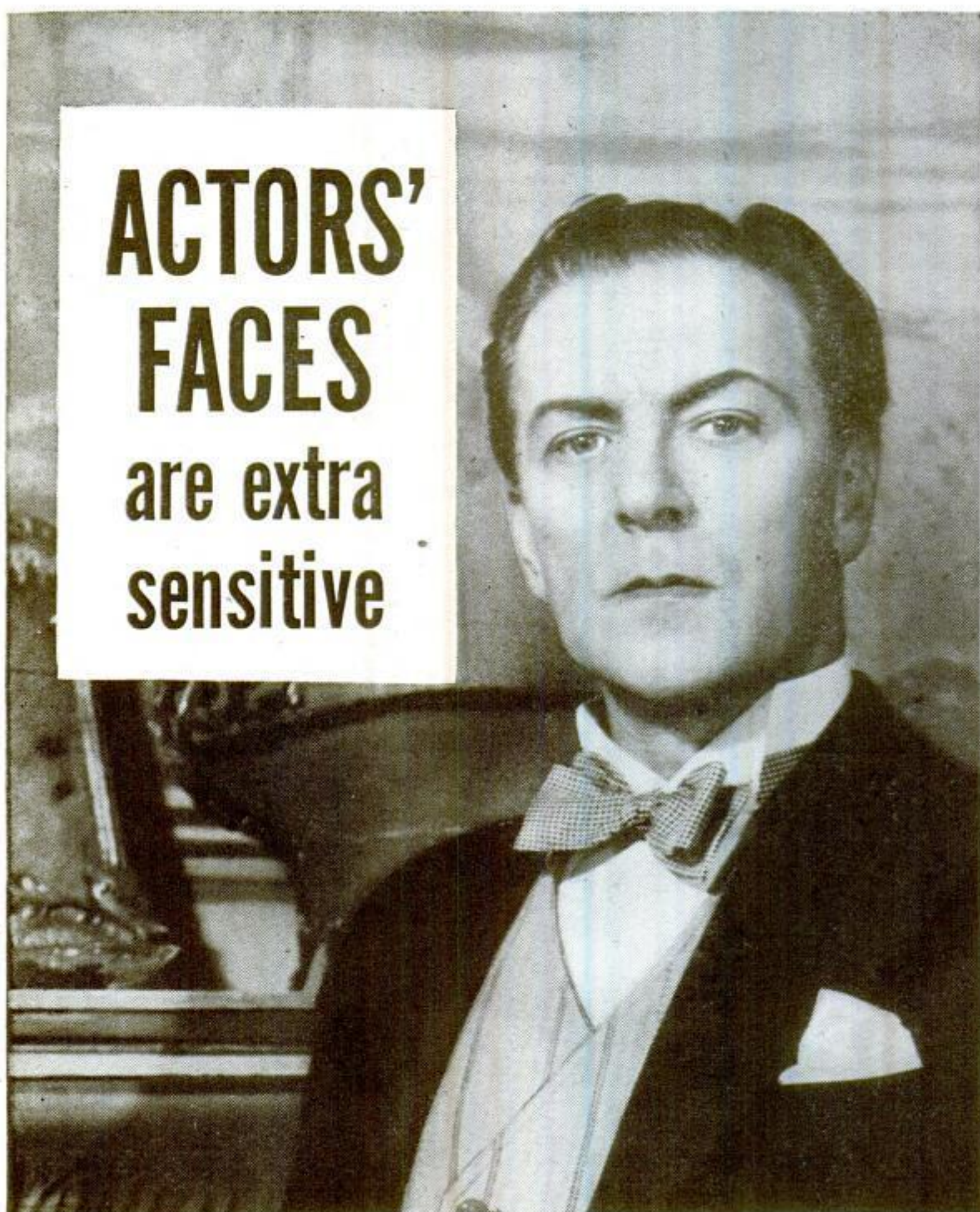
again  
available

Coty "Eau de  
Toilette"

Coty



**ACTORS'  
FACES  
are extra  
sensitive**



## *—that's why* **Dennis King** *shaves with soothing WILLIAMS*

**L**IKE so many other distinguished actors, Dennis King finds that rubbing off heavy stage make-up keeps his face sensitive. Mr. King, starred in Theatre Incorporated's production of "Pygmalion," says: "Removing make-up leaves my face tender. That made shaving a problem, until I started using Williams Shaving Cream. It never irritates."

A shaving cream can be truly mild to the skin only when it's made of finest ingredients, put together in exact proportions. Such a cream is Williams. It's blended with a special

skill that comes from over 100 years' experience in manufacturing fine shaving preparations.

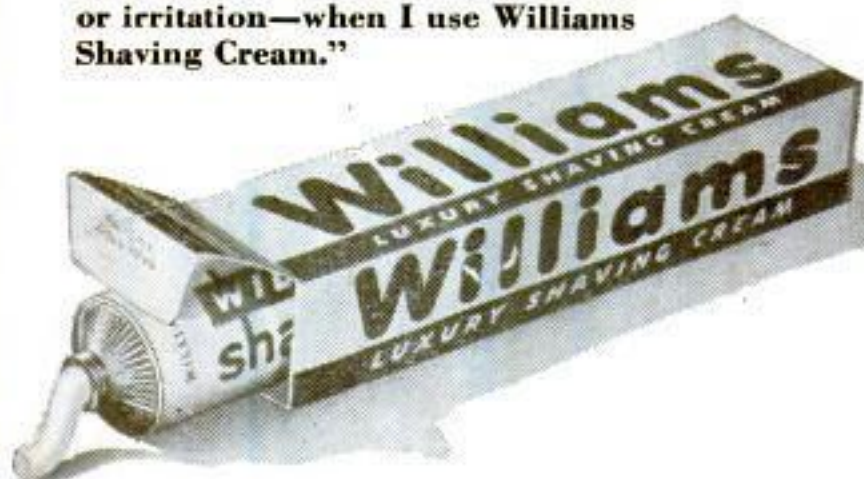
### **Smooth, easy shaves**

Rich, easy-lathering Williams wilts toughest beards *completely* soft. It lets the razor do its work quickly and easily, helps you get close, clean shaves without scraping.

Don't put off the extra comfort of shaving with Williams. Get a tube today. If you prefer a brushless shave, try the new heavier, richer Williams Brushless Cream.



**PAUL LUKAS**, shown here in his dressing room, is another star who knows the secret of comfortable shaving. He says: "Removing make-up makes my face extremely sensitive. But I can shave as closely as I wish without soreness or irritation—when I use Williams Shaving Cream."



**NOTE TO BRUSHLESS SHAVERS**—Williams has the same luxurious shaving cream qualities in a new heavier, richer Williams Brushless Cream.

"Used Car" Racket CONTINUED

# MR. SINGLETON'S FOLLY

**He loses his business for charging too little**



**JOHN W. SINGLETON**

While customers everywhere else in the U.S. were forced to pay tremendous premiums for new cars, the motorists of Cleveland, Ohio suddenly discovered a bonanza. Their discovery was a little filling station (*below*) in the outskirts of Cleveland where a man named John Singleton (*left*) was offering any 1947 automobile at about \$100 over the factory list price.

Word of this preposterously low premium got around Cleveland fast and customers flocked to the filling station. Mr. Singleton's business zoomed.

But not for long. Word of his apparent lack of greed also got to the used-car dealers, who screamed for an investigation. Mr. Singleton suddenly found that every official agency that could think of an excuse was investigating him. Their question was very simple: how did he manage to sell his cars so cheap? But the answer was not so simple. Mr. Singleton, who obviously had a good secret, was understandably silent. He was a little dismayed, however, to see the forces of law and order swing into action. The Cleveland Police Department started snooping around. So did the Cleveland Better Business Bureau, the Cleveland Automobile Club, the Cleveland Automobile Dealers' Association, the Ohio State Sales Tax Division and the Ohio State Bureau of Motor Vehicles.

They studied records of Mr. Singleton's purchases, found he bought his cars from Detroit used-car dealers and had paid an average of \$500 over the list price. They grilled his customers, who stuck to their statements that they had paid only an average of \$100 over the list price and were happy about the whole thing. This evidence seemed to show that Mr. Singleton was operating at a loss of about \$400 per car. Nevertheless he claimed that he had made \$50,000 in the last three months and could point to his new private plane and new mansion as proof.

The result of all this probing was no solution to the mystery. But when Mr. Singleton tried to raise his status from agent to licensed dealer, the officials had him. In their investigation they had discovered that he had been convicted of forgery in 1932. So they refused his application because of "bad business repute." With the cops closing in on him, Mr. Singleton gave up. He took a job with one of the used-car dealers.

He was lucky to get the job. The dealers were enraged at Mr. Singleton for his price-cutting while they were getting away with fantastic prices. Their reaction was voiced by one spokesman, Mr. Len Wirtz, secretary-treasurer of the National Used Car Dealers Association. Mr. Wirtz piously protested that these "curbstone operations give a black eye to a legitimate industry. Anyone doing business," said Mr. Wirtz, "should engage in it in the approved manner and so announce it to the world."

If after all this Mr. Singleton had any further doubts as to what was the "approved manner," the Detroit dealers were quite ready to spell it out for him. Said one to a reporter, "We're getting while the getting is good."



**FILLING STATION** where Mr. Singleton operated almost always had new cars standing around waiting for their owners. Now it is just a filling station.





HIRAM  
**WALKER'S**  
*Distilled London Dry*  
**GIN**

## They raise our Imported Botanicals ...and your Collins gets the cheers

**Take a look at those costumes.** These men bring you from many lands the flavor for a finer gin, a finer Collins.

**They raise the prized** IMPORTED BOTANICALS that make Hiram Walker's Gin so much *tastier*. *Cassia* from China, *coriander* from Czechoslovakia, *juniper* from Italy, and other delicate herbs, roots and berries of matchless flavor.

**Only the "vintage year"** botanicals ...finest-flavored of all...are fine enough for Hiram Walker's Gin. To them Hiram Walker adds its years of skill in making superlative gin.

**Add 3 words** next time you say, "A Tom Collins for me." Add "Hiram Walker's Gin"...and you'll *multiply* your enjoyment.

90 proof. Distilled from 100% American grain. Hiram Walker & Sons Inc., Peoria, Illinois





**"Who's my decorator? Me—with the help of the Singer Sewing Center!"**

**"Well, don't look** so surprised! *You* could do it, too!

"Why, I didn't know a 'pinch pleat' from a 'box pleat' when I started. But a few Singer lessons fixed that!

"Remember how dreary everything looked—the drapes washed out and tired—the sofa mottled with worn spots?

"The experts at the Singer Sewing Center taught me how to re-do the *whole* room myself!

"Believe me, when it comes to fancy decorating on a plain budget—they know some smart tricks. And it's only \$1.50 a lesson—or 8 lessons for \$10!

"In a few afternoons I learned to make drapes! A few more lessons, and I had the knack of slip covers that *fit*.

"Take my word, there's nothing like a trip to the Singer Sewing Center to bring out the decorator in a woman!"



• **Ruffles are a breeze**—when you use the Singer "Ruffler." Makes the ruffle and sews it on all in one easy operation! One of many Singer short cuts to easier sewing.



• **Every notion you need** you'll find at the Singer Sewing Center! Threads, binding, zippers—even magic "Simpleat" for making perfect drapery pleats every time!



• **There's no guesswork** about slip covers. Singer lessons in Home Decorating explain every step from taking measurements to finishing up with a professional touch.



• **Look! 50 wonderful pages** of ideas—"The Singer Home Decoration Guide." Everything from choosing a colorscheme—to making a dressing table skirt. Only 25¢.



• **Imagine a sewing cabinet** that doubles as night stand or end table! Handsome colonial design. Two drawers, fitted or unfitted. Other Singer beauties, from \$21.00.



• **Extra touch of luxury**—hemstitching by Singer. Beautiful on curtains, towels, linens. Other "finish-up" services, like picotting, too. All for a few cents a yard!



• **The Queen Anne model** is stunning! A luxurious piece finished in satiny walnut. And inside—the world's finest machine: a smooth-sewing, super-dependable Singer!

#### FOR YOUR PROTECTION!



Singer sells its machines only through Singer Sewing Centers, identified by the Red "S" on the window, and never through department stores or other outlets.

Check address of your local Singer Shop in phone book. Singer Sewing Machine Company.

Here's the Singer Sewing Center at 329 Superior Street, Toledo, Ohio. Hundreds more from coast to coast. There's one near you!



# SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

Copyright, U.S.A., 1947, by The Singer Manufacturing Company. All rights reserved for all countries





WORKING GIRL GWENYTH JONES IS SINGLE, PRETTY AND MUST DECIDE ON HER FUTURE

# AMERICAN WOMAN'S DILEMMA

**She wants a husband and she wants children. Should she go on working? Full time? Part time? Will housework bore her? What will she do when her children are grown?**

PHOTOGRAPHS FOR LIFE BY NINA LEEN

The friendly young lady in the picture above is Miss Gwenyth Jones, 23, secretary to an investment counselor in New York City. She has clear brown eyes, a shy and pleasant smile, good health, a college education and several young men who think she would make a fine wife. Like most of her contemporaries she cannot sew or cook very well but expects to manage all right when the time comes.

If she had been born a generation ago, she would probably still be living with her parents in the white-stucco house in Lovelock, Nev. where she was born. She would consider marriage quite a complete future, and her one big decision would be the choice of a husband. But being a typical young lady of 1947 she has a good degree and a range of interests that make her situation more complicated. She is just as interested in getting married and having children as she would have been a few decades ago. But housework and child care alone no longer seem interesting enough for a lifetime job.

Her choices after marriage are 1) a full-time

career combined with motherhood, and 2) full-time housework. The first is likely to be very hard when her children are young and need her attention, but it will leave her well-rounded in interests and experience when she has reached the free years after 40.

Full-time housework, on the other hand, has compensations when her children are small. But a mother's schedule is so filled with routine tasks that she cannot keep up with her husband's interests. And once her children have grown, a housewife of 40, lacking outside interests or training, is faced with vacant years.

Miss Jones has, however, a third choice. It is to combine part-time work with housekeeping while she is young and to use this experience more fully when her children have left home.

On following pages LIFE shows how a number of U.S. women are spending their lives—in full-time careers, housework, idleness and part-time occupations. From their experiences Miss Jones of Lovelock and other Miss Joneses of the U.S. may draw lessons for their own futures.



**RASH OF BOOKS** and articles give conflicting advice on how to solve the problem of being a woman.





### BUSINESS WOMAN

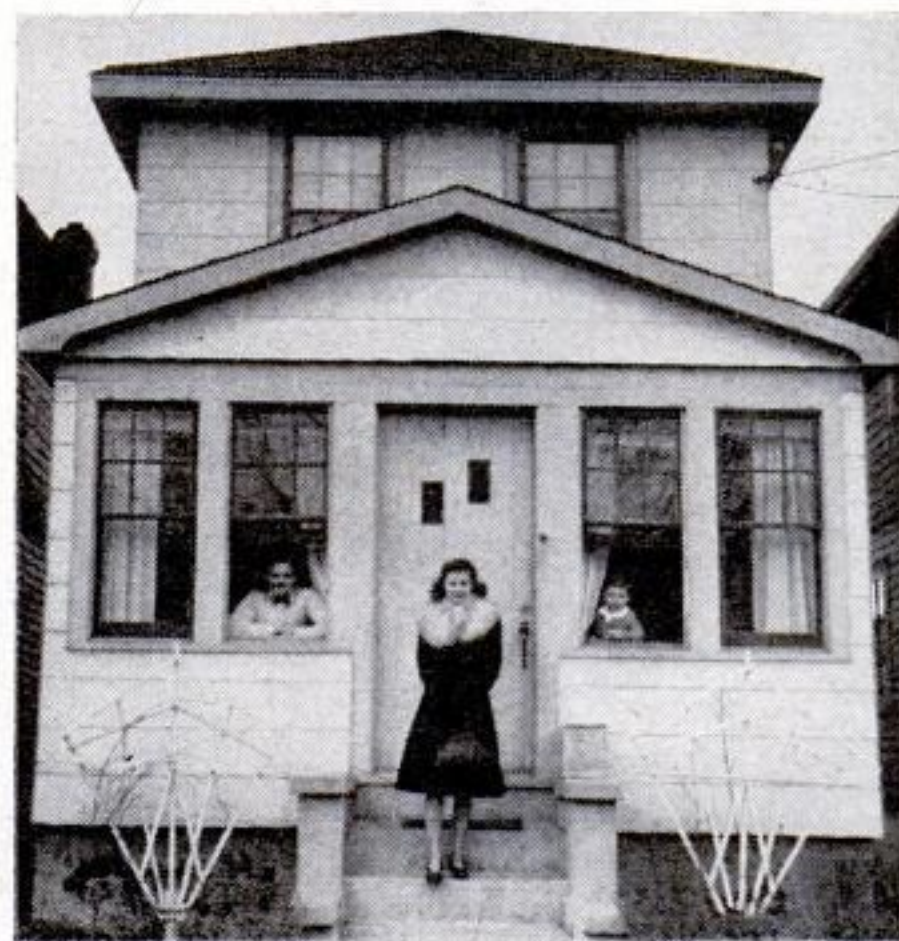
Margaret Carson (*above*) is founder and co-owner with her husband, Carl Ruff, of a public-relations firm whose accounts include Metropolitan Opera Company. A housekeeper helps supervise 7-year-old Charles after school hours.

### LAWYER

Harriet F. Pilpel (*below*) is partner in a top law office. She just won case for publishers of "unauthorized" biography of Koussevitzy. Husband Robert is relief administrator. She is with Judy, 7½, Bobby, 4, from 5 to 8 p.m. and weekends.



## WOMAN'S DILEMMA CONTINUED



**FACTORY-WORKER** Josephine Gloss leaves white frame house where she lives with husband and son.

## FULL-TIME CAREER

Many young girls go right on working at full-time jobs after they get married because they find offices and factories more satisfying than housework and child care. This is a good plan but only if they are very successful and earn enough money to provide their children with secure and well-run homes.

The two women pictured at left have exceptional careers. One runs her own public relations firm, the other is a top-ranking lawyer. Together with their husbands they have family incomes which run well into five figures. Their households are staffed with expertly trained help, so that they can enjoy their non-working hours in leisurely comfort with their children.

But for Mrs. Joseph Gloss (*right*), a factory employee, things are not so simple. She and her husband do not make enough money to hire a servant and have had to board out their 4-year-old son during the week. Recently a sister came to stay and look after the child, but if she leaves, the mother will again have to resign herself to seeing her boy only on weekends.



**FIFTY-PIECE SET** of plated silver, lace curtains, were bought with help of Josephine's pay check.





**FRIDAY AFTERNOON** at the gate of the doll factory where she works, Mrs. Joseph Gloss hugs her

son Joe Jr. She has not seen him since the previous weekend, having boarded him at another home 20

miles away. Such separations and reunions are hard on parents, sometimes breed insecurity in children.







# HER WORK

6:30 NURSE BABY  
7:15 DRESS SHAWN, RUSTY  
7:30 FIX BREAKFAST  
7:45 BREAKFAST FOR ALL  
8:00 HUSBAND JOHN TO WORK  
WASH DISHES  
CLEAN DOWNSTAIRS  
CALL GROCER'S  
9:00 SHAWN, RUSTY IN YARD  
BATHE BABY  
MAKE BEDS  
CLEAN UPSTAIRS  
10:30 NURSE BABY  
11:00 FIX LUNCH  
11:30 LUNCH FOR SHAWN, RUSTY  
12:00 JOHN HOME  
LUNCH WITH JOHN  
1:00 JOHN TO WORK  
NAPS FOR SHAWN, RUSTY  
WASH DISHES  
NAP FOR MARJORIE  
2:30 NURSE BABY  
2:45 ROUSE SHAWN, RUSTY  
3:00 SHAWN, RUSTY PLAY  
GARDENING OUTDOORS  
OR  
MENDING INDOORS  
5:00 FRUIT JUICE FOR BABY  
FIX SUPPER  
5:30 SUPPER FOR SHAWN, RUSTY  
6:00 JOHN HOME  
BATHS FOR SHAWN, RUSTY  
6:30 SHAWN, RUSTY IN BED  
NURSE BABY  
7:00 DRESS FOR DINNER  
7:15 COCKTAIL WITH JOHN  
7:30 FIX DINNER  
8:00 DINNER WITH JOHN  
9:00 WASH DISHES  
10:30 NURSE BABY  
10:45 TAKE SHAWN, RUSTY  
TO BATHROOM  
11:00 BED

## WOMAN'S DILEMMA CONTINUED



THE McWEENEYS, JOHN, SHAWN, MARK, MARJORIE AND RUSTY

## HOUSEWIFE

**A nice husband, three fine children  
keep her busy 100 hours a week**

Mrs. John McWeeney of Rye, N.Y. has a big, good-looking husband who works in a nut and bolt company and three children, Shawn, a grave little 4-year-old; John, called "Rusty," almost 2, and baby Mark, 4 months old. She lives in a bright new seven-room house that has a safe backyard for Shawn and Rusty to play in and a number of modern machines to help her with her household chores. She uses a diaper service, and she can afford a cleaning woman once a week who does the heavy laundry.

But even under these better than average circumstances Marjorie McWeeney's hours are long and her work demanding. She must keep an eye on her children during their 70 waking hours a week and also watch over them when they are supposed to be in bed but may actually be popping down the stairs to ask for water or an extra goodnight kiss.

The picture at the left shows the household tasks that Marjorie must accomplish every week. She has a crib and four beds to make up each day, totaling 35 complete bed-makings a week. She has hundreds of knives, forks and utensils to wash, food to buy and prepare for a healthy family of five and a whole house to dust and sweep. Every day of the week Marjorie must stick to the minimum schedule of chores listed in the time column.

Actually Marjorie's chores are much lighter than they would have been a few generations ago. She cleans with machinery propelled by electricity, she uses food prepared in canneries, she buys clothes factory-made to fit every member of the family. But her jobs, though relieved of old-time drudgery, have none of the creative satisfactions of home baking, home preserving, home dressmaking. And, because her family unit is small with no aunts or cousins in the household, all the time she saves from housework must go into supervision of her children. Unless she makes special arrangements with a baby-sitter, she has no relief from child care.

Many women in Marjorie's position feel that this is a life of drudgery, that it is not good for Marjorie, a graduate of a junior college, to stay with small children long, continuous hours. Marjorie herself has no desire to work outside. Because as an individual she likes the job that she does, she has no problem right now. Like most busy young housewives, however, she gives little thought to the future—to satisfactory ways of spending the important years after her children have grown up and left home.

← **A WEEK'S WORK** for Marjorie McWeeney is assembled by Bloomingdale's store. She stands surrounded by 35 beds to make, 750 items of glass and china, 400 of silverware to wash, 175 pounds of food to prepare, 250 pieces of laundry to handle.



## WOMAN'S DILEMMA CONTINUED



**BUSMAN'S HOLIDAY** for Marjorie is an afternoon with mother of Carol, 3½, and Debbie, 7 months.



**EVEN AT HAIRDRESSER'S** Marjorie keeps an eye on Mark whom she brought along in his bassinets.



**JOHN McWEENEY LOOKS AT MARJORIE** and sees her in seven different roles. She is laundress,

cook, expert nurse-governess, seamstress, chauffeur and housemaid. If he paid each of these household



**OUTBURST OF AFFECTION** as Marjorie telephones is only one of countless daily interruptions by her children



**EXPLORATIONS** into the darkest recesses of closets and cabinets are conducted all day long by agile Rusty.



**INVENTORY** of the first-aid kit is also on the agenda for Rusty, who never puts things back.





workers at current rates, their total services would cost him around \$10,000 a year. It has been esti-

imated that U.S. housewives contribute \$34 billion worth of unpaid labor a year to the national econo-

my. In addition to all the working roles she fills, Marjorie must also be John's glamour girl (*far right*).



**CARPENTRY SHOP** operates at dizzy speed on Daddy's magazines spread over floor of den.



**AMATEUR THEATRICALS** are staged in bedroom while Mother is busy elsewhere. Rusty likes her hat.



**TRAGEDY** transpires from experimentation with the vacuum cleaner. Rusty learns nothing from Shawn's disaster.





**BRIDGE** is played at most of the 17,000 formally organized U.S. women's clubs, like the Maplewood, N.J. club (*above*), which have 2,500,000 members. Many

clubs give weekly and twice-weekly bridge parties. Occasionally players pay \$1 a session, donate proceeds to charity. Millions of other women play cards at home.



# IDLENESS

## Millions of women find too much leisure can be heavy burden

The Bureau of Labor Statistics lists 20 million women, nearly half of all adult female Americans, as essentially idle. They do not have children under 18, they are not members of the labor force, they do not work on farms, nor are they aged or infirm. With not nearly enough to do, many of them are bored stiff.

The fact that time hangs heavily on their hands is not entirely their fault. Many are over 40 and belong to a generation which frowned on work for any but poverty-stricken women. Their husbands have worked hard to give them an easeful life. Now that they have it, it is a burden. This is because an untrained woman has difficulty finding satisfying tasks to fill her days. Social work, which once busied many women, is now largely handled by professionals. As a result, many of these "idle" women fall back on numbing rounds of club meetings and card-playing. They read too much low-grade fiction and escape too readily into dream realms of movies and soap operas.

It is this group that has become the butt of the cartoonists and of critical social commentators. Marynia Farnham and Ferdinand Lundberg, in their best-seller, *Modern Woman: The Lost Sex*, complain, "Some unknown percentage of the women classified as housewives are functionally little more than wastrels seething into afternoon movies, tea shops, cocktail lounges, expensive shopping centers."

In this desert of wasted time, a few women, particularly young ones, nevertheless, are discovering that there are more satisfying and useful ways of spending their days (see pages following).

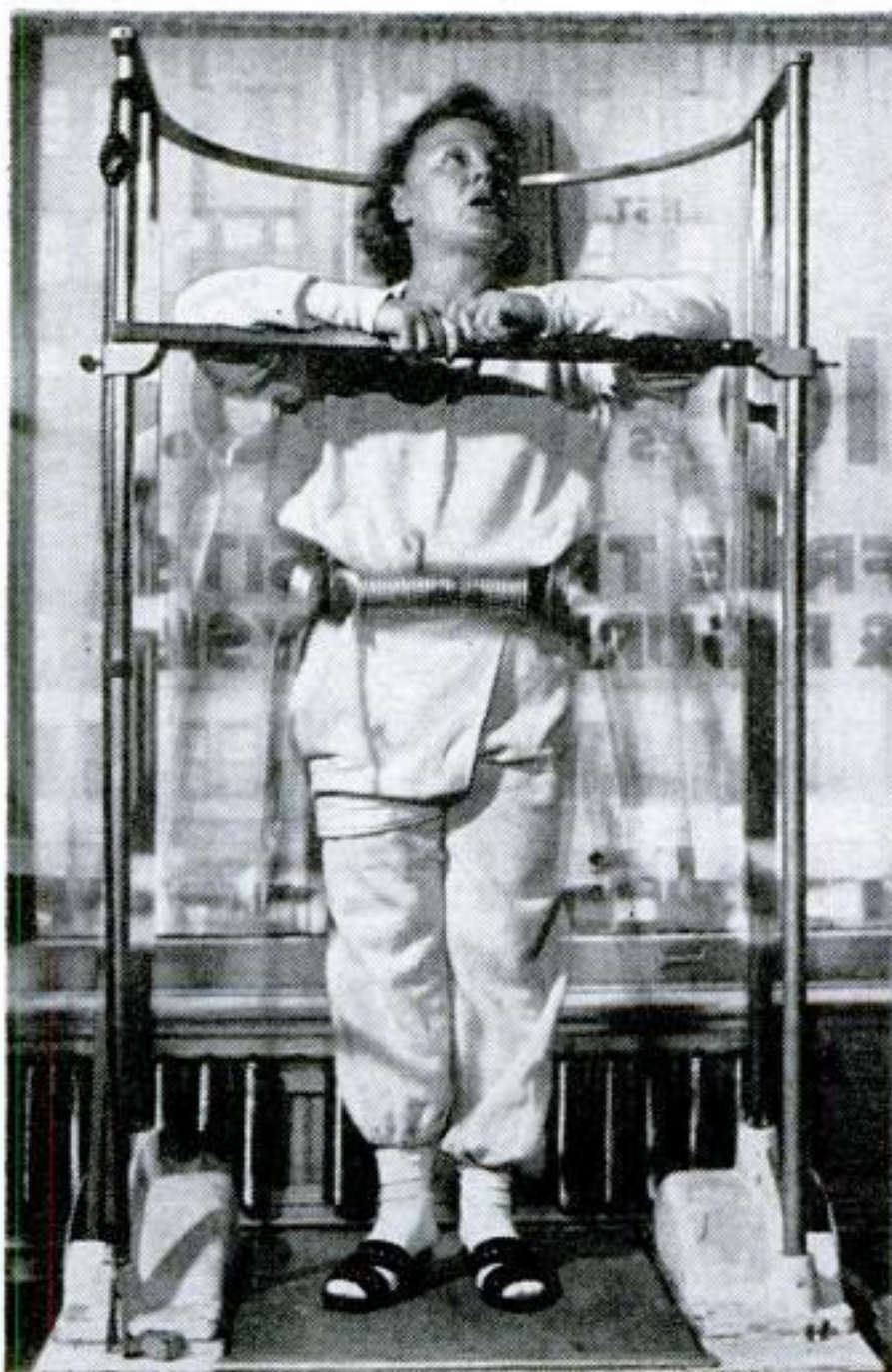


PROPS FOR IDLE HOURS include jewels, pretty clothes, sleeping pills, perfume, small pets and sexy

fiction. Over the radio women may hear anything from *When a Girl Marries* to *Life Can Be Beautiful*.



CAKE AND ICE CREAM add zest to afternoon socials. Above is "dessert" of regular "dessert-bridge."



REDUCING SESSION usually follows if a woman who gets too little exercise is to maintain her figure.



ANTIQUING is an easy way to pass endless hours, though the shopper may not buy anything at all.





**LEAGUE OF WOMEN VOTERS'** worker, Mrs. H. C. Smith, gives out facts on voting and candidates.



**SECRETARY** to a yacht broker, Mrs. Brydon Merrihew, takes dictation as boss inspects clients' boats.



**FASHION COORDINATOR** Dorothy Stumph assembles clothes for models for St. Louis dress house.



**INSTRUCTRESS** in art to veterans, Iona Johnson works as volunteer, took 30-hour Red Cross course.



**ARTIST** Edna Eicke paints covers for *The New Yorker*, does her work at home with her artist-husband.



**HARPIST** Jane Greenough works when she gets engagements, practices at home, cares for baby Lindley.

## PART-TIME CAREER

One solution for a bored housewife or an idle woman is the part-time career. It is usually possible for a housewife, once her children are off to school, to find a few hours a week to begin a program of absorbing work. As her children grow independent, she can give more and more time to her outside interests.

Young women who can afford to work without pay can make useful, satisfying careers out of civic and charitable work if they take time to develop professional skills like Mrs. Johnson (left). Part-time jobs are harder to find and not all are as glamorous as that of the television announcer on the opposite page. But the other women shown here have all found jobs they like.

In some communities play clubs for children and group sitter plans are giving housewives time to spend away from home. Multiple laundries, "washeterias," where women can do their washing pleasantly and quickly by machine, are helping too. Once she has arranged for free hours, it is up to each woman to fill this time with really satisfying efforts. She will find it much easier to make a beginning at this while still in her 20s and 30s.

If she finds none of the jobs in these pictures suited to her individual needs, she might read books for a publisher, do research projects for an author, write scripts for local radio broadcasts. She might prefer to bake cakes at home for community sale. She might open a bookshop, run a circulating library of art prints for the town museum, design Christmas cards, sell real estate, open a school for women's handwork, become a laboratory assistant in a hospital or work on a town slum-clearance project with other women. She might discover that certain businesses in her locale such as department stores are giving their regular staff two-day weekends and need part-time help to fill in the extra days.

When she finds really satisfying work to do she will discover that she is more interesting to her friends, to her husband and to herself.



**LANDSCAPE GARDENER** Miriam Sykes works long hours in spring, keeps up gardens in summer.





TELEVISION BROADCASTER DOROTHY WOOTTON  
REHEARSES AS HUSBAND AND CHILD STAND BY

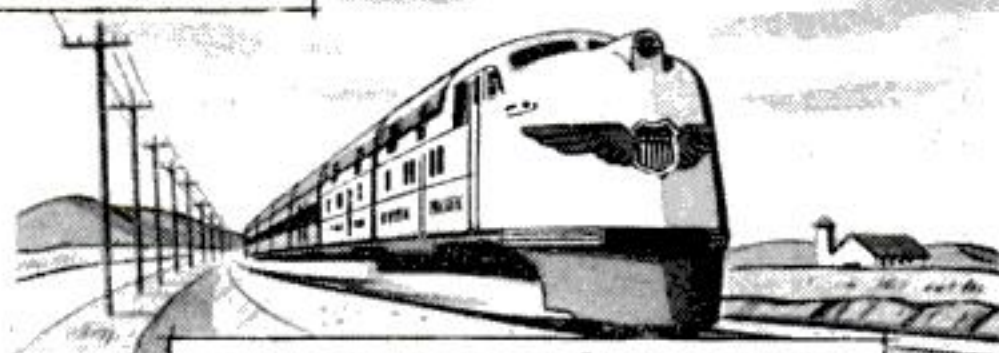




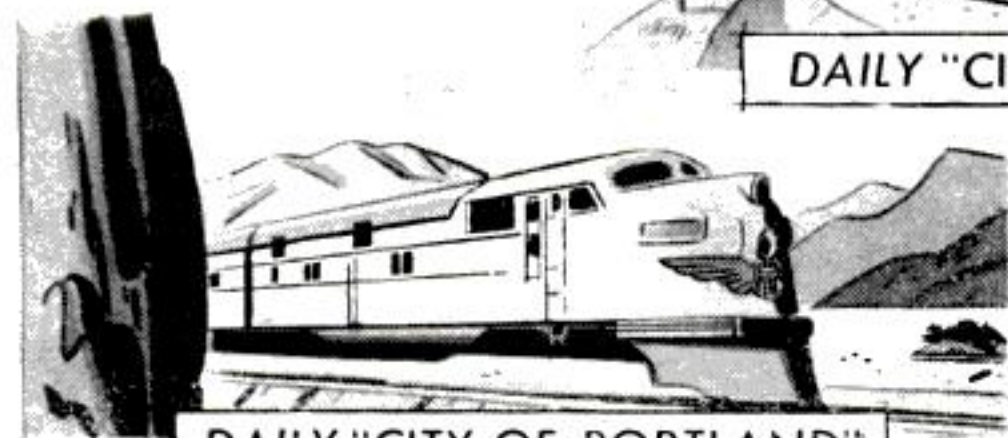
## The Famous Fleet of Union Pacific "Cities" Streamliners



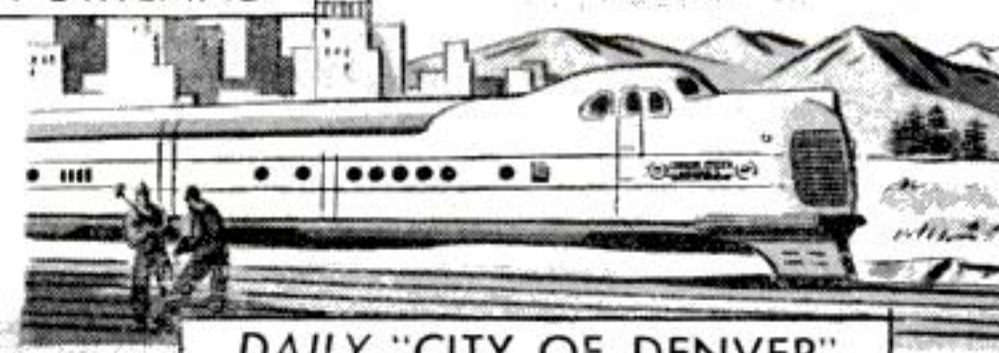
DAILY "CITY OF LOS ANGELES"



DAILY "CITY OF ST. LOUIS"



DAILY "CITY OF PORTLAND"



DAILY "CITY OF DENVER"



"CITY OF SAN FRANCISCO"  
EVERY TUES. • THURS. • SAT.

IT'S convenient . . . it's restful . . . it's smart to travel on Union Pacific's sleek time-saving "Cities" Streamliners.

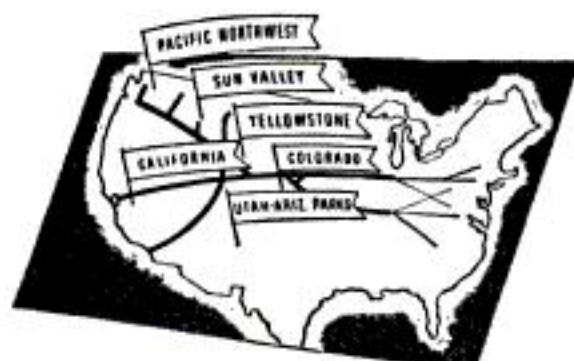
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relaxed. It's a vacation in itself.

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# UNION PACIFIC RAILROAD

## WOMAN'S DILEMMA CONTINUED

# WHAT THE EXPERTS SAY

Books, articles debate "woman question"

by FRANCES LEVISON

Any woman of 1947 trying to plan a way of life for herself does not lack for advice. She can pick up a current magazine, go into the nearest book shop and find a welter of literature scarcely dry from the presses. In these she will discover herself castigated, pitied, praised, worried over and analyzed into scientifically positive but completely contradictory generalizations. She is never described as an individual. She is, instead, always a mythical figure called "the American woman." Within the pages of a single article she is told that she cries less than grandma because increased sex equality has relieved her sense of frustration and at the same time that she drinks almost three times as much as she did a decade ago.

If she has a hardy constitution she can peruse the works of a violent school of critics, who leaped into the fray when Philip Wylie, in *Generation of Vipers*, sounded the cry, "Gentlemen, mom is a jerk." Wylie claimed, "Mom . . . is about 25 pounds overweight . . . there is not sex appeal enough to budge a hermit 10 paces off a rock ledge. She none the less spends several hundred dollars a year on permanents and transformations, pomades, cleansers, rouges, lipsticks, and the like—and fools nobody except herself. . . . She smokes 30 cigarettes a day, chews gum and consumes tons of bonbons and petits fours. . . . She plays bridge with the stupid voracity of a hammerhead shark. . . . On Saturday nights . . . [she] is liable to get a little tiddy, which is to say, shot or blind. . . . Mom is organization minded. . . . Clubs afford mom an infinite opportunity for nosing into other people's business."

Only slightly less acid pens have compiled data on, "The Trouble with Women," "Do American Men Like Women?" (the answer, naturally, is "no"), "Women Have No Manners," "Women Aren't Funny," "Most Women Aren't Gentlemen," "Are Women Drinking Too Much?" replete with references to women's "aggressive and uncontrolled behavior."

When the attacked female feels the need for solace and sympathy she can find that too. She may pick up *Why Women Cry*, *Woman's Chains*, "Woman, The Scapegoat," and if really bruised she can turn to "Are Wives People?" She may buy a copy of *Modern Woman: The Lost Sex*, by Dr. Marynia Farnham and Ferdinand Lundberg, which depicts in most despairing tones the desolate and utter tragedy of her lot. After reading this Dorothy Parker mused, "There is something curiously flattering in being described by the adjective 'lost.' . . . I find myself digging my toe into the sand and simpering, 'Oh Dr. Farnham and Mr. Lundberg, come on now—you say that to every sex!'"

The impact of all these words has an inevitably disturbing effect on an average woman. Mystery-writer Dorothy Sayers commented in *Vogue*, "Probably no man has ever troubled to imagine how strange his life would appear to himself if it were unrelentingly assessed in terms of his maleness. . . . If from school and lecture-room, press and pulpit, he heard the persistent outpouring of a shrill and scolding voice, bidding him remember his biological function. If he were vexed by continual advice on how to add a rough male touch to his typing, how to be learned without losing his masculine appeal, how to combine chemical research with seduction. . . . His newspaper would assist him with a 'Men's Corner.' . . . If he gave an interview to a reporter . . . he would find it recorded in such terms as these: 'Professor Bract, although a distinguished botanist, is not in any way an unmanly man. He has, in fact, a wife and seven children.' . . . And at dinner parties he would hear the wheedling unctuous predatory female voice demand: 'And why should you trouble your handsome little head about politics?' If, after a few centuries of this kind of treatment, the male was a little self-conscious, a little on the defensive and a little bewildered about what was required of him, I should not blame him. If he traded a little upon his sex, I could forgive him. If he presented the world with a major social problem, I should scarcely be surprised. It would be more surprising if he retained any rag of sanity and self-respect."

CONTINUED ON PAGE 114



**"GO AHEAD AND SAY IT...I'M NO GOOD!"**

Beautiful...faithless...  
this woman brings  
out the worst in men.  
You may despise her...  
but you can never,  
never forget her!



**JOAN BENNETT**

**ROBERT RYAN • CHARLES BICKFORD**

# **THE WOMAN ON THE BEACH**

*Directed by* **JEAN RENÓIR**  
*Screen Play by* **Frank Davis and Jean Renoir**







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## WOMAN'S DILEMMA CONTINUED

Some writers blame society for woman's dilemma; others blame woman herself. But whatever the cause, most of them admit that millions of women today are not particularly happy. And they agree on the following basic facts.

### What they agree on

1) The old-style rural home as a center for family life is virtually extinct, and with it has gone the function of women-mothers, women-relatives and girl-daughters as administrators and producers in household activities. The home is a small, single-family unit, which consumes the contents of cans, ready-made clothes, and the energy of electric wall-plugs. Even babies are no longer born within its walls. The writers who do maintain that women must “go back to the home” do not take into account that an entire economic revolution would be necessary to restore the ideal agrarian homesteads.

2) Women have lost their places as educators of the young. Children go to school younger and for longer hours than ever. They receive no training in reading, writing or old-time household skills from the women of their family.

3) Many husbands evince less and less interest in the activities of their wives. One book says, “She is deprived of her husband's companionship during the long hours of the day when he is away from home and often the evening finds him preoccupied and disinterested in the affairs that concern her.” A skyrocketing national divorce rate attests to very serious cleavages between husbands and wives.

4) Concurrently women seem obsessed to look and behave like the slim and fashionable manikins they see gliding before them on movie screens, magazine pages and poster advertisements. Last year U.S. women contributed \$650 million to cosmetics industries. “Women feel it necessary,” complains one heckler, “not to improve on nature but to disguise it.” Fed by Hollywood romances and impressed by the odd siren-housewives who star in soap operas, women dream their way into a life that contrasts unhappily with their own surroundings and prosaic relations with their husbands.

5) Women as displaced persons are unadjusted to their lot. Farnham and Lundberg say, “In the U.S. at the present time there are, despite all the women who work in and out of the home, a greater proportion of aimlessly idle women than at any previous time or other place, not excepting imperial Rome.”

The experts who stand ready with solutions for the U.S. woman's dilemma are divided into two classes: the feminists, who believe women are unhappy because they are still tied to the home, and the antifeminists, who believe women are unhappy because they have ventured too far from the home.

The antifeminists state that woman made her big mistake when she began to imitate man and made progress in the out-of-the-home working world. “Every new step she takes toward freedom lands her higher and drier in nowhere.” Dr. Helene Deutsch in *The Psychology of Women* insists upon certain psychic qualities of femaleness that must not be denied: “All observations point to the fact that the intellectual woman is masculinized.” Another psychiatrist, Dr. Ralph S. Banay, maintains, “Women are restless and dissatisfied because they cannot or will not accept their physical destiny.”

Some of the suggestions of these antifeminists include government subsidy for motherhood and prizes for excellence in raising a family. “Even the best mother resents the fact that she is never promoted, . . . never gets paid, though her hours are longer than in any men's industry.” Some even propose that no spinsters be allowed to teach in schools, that mothers take over all educational posts.

Quite firmly on the other side of the fence are the feminists, who insist, “bearing babies may account for women's slight predisposition to conserve human life, some slight difference in attitude toward society and aptitude for citizenship, or it may not. It is not, at any rate, a very important factor.”\* They take the view that women have always worked, must work, and if they have lagged behind men in leaving the home and entering the community, it is time they busied themselves and caught up with men in the new fields. The belief is that every adult must feel functional and secure and this state may be achieved just as well by performing necessary tasks outside the home as well as in. “Modern woman is not lost,” says a psychiatrist, Lena Levine, who takes issue with her colleague, Dr. Farnham. “She will not be free, however, and will not have the emotional security she seeks until she integrates her emotions with the physical independence she has achieved by her entrance into the industrial and business world.”

Elizabeth Hawes, in *Why Women Cry*, recommends a vigorous

\*The Annals of The American Academy of Political and Social Science

the  
difference  
is new  
post-war

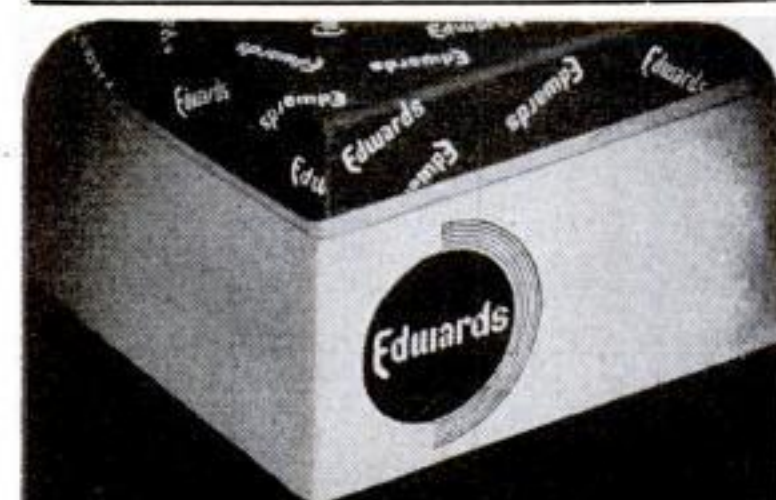


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by  
Step

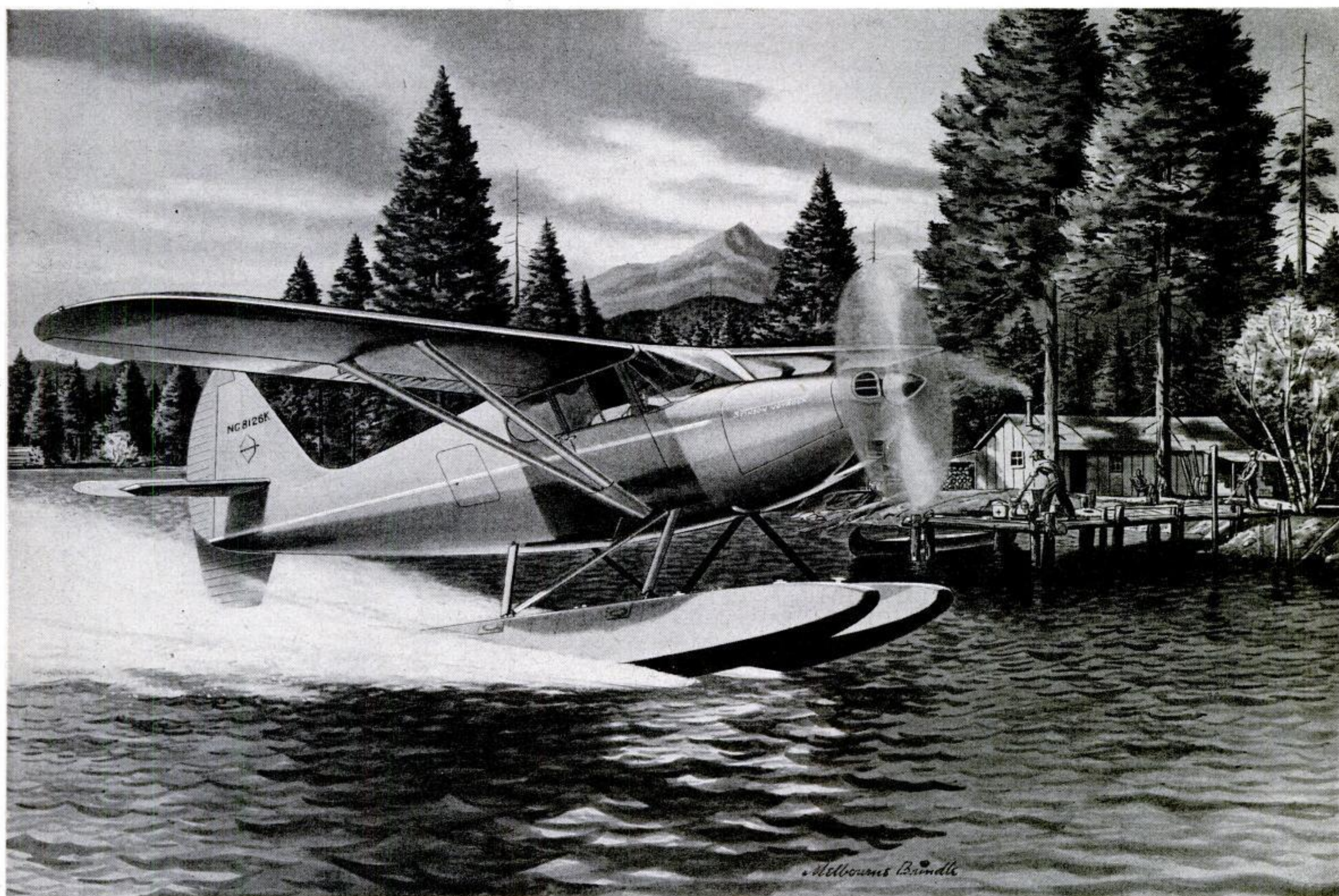


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The Stinson Voyager, when equipped with floats, carries a useful load of 763 lbs. at a cruising speed of 114 m.p.h. It will actually pay for itself in the variety of useful jobs it performs. And for vacations, hunting and fishing trips, it offers you and your family comfort, roominess, and plenty of space for all the duffle you want to take along.

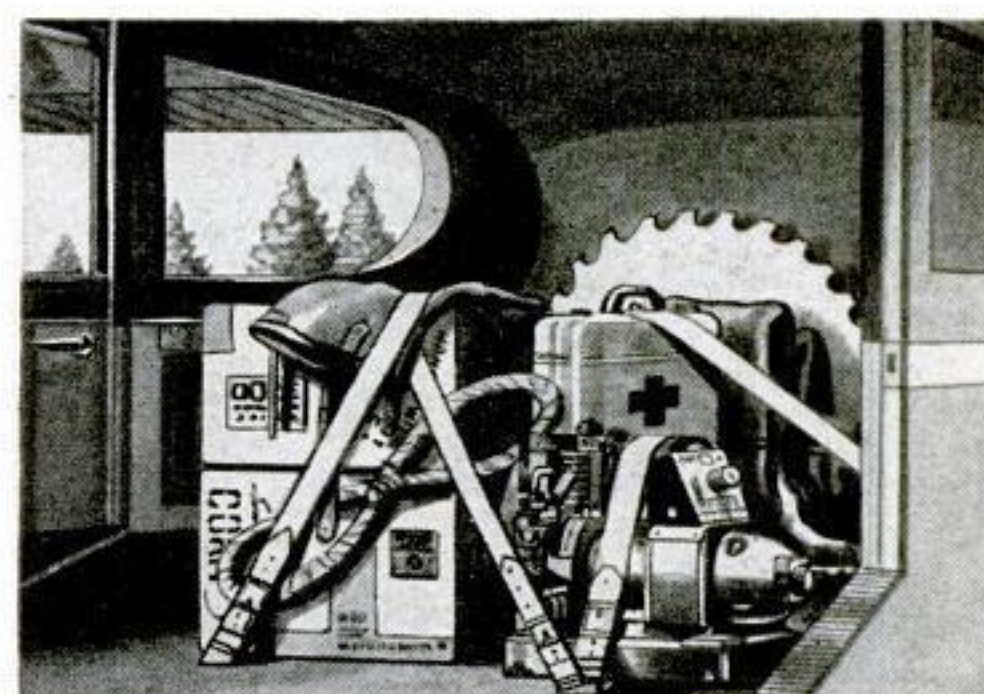
Flaps permit quick take-offs and slow, short landings . . . built-in wing slots for safety. Inherently spin-resistant. Two-way radio with dome loud-speaker. Landing and navigation lights. Soundproofed cabin has controlled ventilation.

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Load capacity on floats: Pilot, full gas tanks (40 gallons), and 350 cargo lbs. The two rear seats can be replaced in 5 minutes.



## WOMAN'S DILEMMA CONTINUED

regimen for the working mother. She visualizes first-rate child-care nurseries, group plans for house-cleaning, cooking, baby-watching, and reads a desperation in the young mother's wish to be away from her children. She says, "Of course every woman wants some kind of work outside her home. No woman on God's earth wants to have her entire life swing around a solitary, boring, repetitive business which means exhausting herself washing the same dishes and clothes day in and day out—cooking food for the same people, seldom seeing a living soul other than a tired husband and her own children for more than a very short time." But many a young girl, in her early stages of motherhood, would murmur along with Marjorie McWeeney (pp. 104-107), "O come now, it isn't so bad as all that." And many a modern woman, seriously interested in her vocation, is realizing that her children for the first five or six years of their lives need more time and loving attention from their own mother than the average woman with a full-time outside job can reasonably provide.

### A moderate solution

A middle-of-the-road view between feminism and antifeminism is expressed by those who feel woman should concentrate on her home at one stage of her life and on the community at another stage.

A successful mother-and-historian, Margaret Perry Bruton, writes, "Still generally unrecognized are the results of the fact that a woman's life today usually falls into discontinuous sections. . . . The basic necessity is to prepare herself while living through one stage of her life for the one which is to follow. If it were frankly recognized that the majority of women find their greatest happiness in the successful fulfillment of their role as wife and mother, and that their vocation will probably . . . become an avocation during the years when they are bringing up a family, would it not be easier for girls to accept the severe restrictions on their activities which come to the mothers of young children?"\* Along these lines it is suggested that modern daughters would find easier adjustment if they learned child psychology, physiology and household engineering along with their necessary sound schooling in scientific method, history, economics and literature. One psychiatrist even recommends a course in mothercraft as compulsory for all schoolgirls. A Vassar alumna turned wife, with tongue only slightly in cheek, suggests a course to build up in women students "Frustration Tolerance" that starts as follows:

"Lesson I: *Resisting Noise* (Elementary) 'Student's regular assignments for the day are to be prepared in a room next to a) a crying baby and b) a group of 4-year-olds re-enacting the Invasion of Normandy. (If such are not readily available at Vassar, use a drill compressor.) Start student with 15 minutes' exposure, work up to one, two and three hours.'

"Lesson II: *Accepting Interruption*. (Elementary) 'Give student one hour to prepare a bibliography on *Dry Soil Erosion in Dutchess County*. Interrupt her at irregular intervals . . . with requests to bandage your finger, to tie a string, to hold baby, to put toddler on toilet . . . to answer telephone, to let in gas man, to shut door after gas man.'

Mrs. Bruton suggests that the busy young housewife, as well, must eye her future years, "If the young mothers were better trained to understand that they must be constantly building their bridges out into the community, then, instead of being confronted in the 40s with relative unemployment and the loneliness, frustration and suffering which go with it, they would be more ready to use their experience and talents creatively outside the home."

The most confusing part about her dilemma is that every woman finds herself classified with all women. She is considered intuitive, practical, like all of them, good at interior decorating, endowed by nature to select cereal brands on grocery shelves. It may be perfectly right, natural and normal for a man to choose to be a mathematician, musician, beachcomber or circus barker, but such variation is seldom considered for a woman. Mrs. Bruton concludes, "People are forever saying that women are thus and so; whereas women are not all thus and so. . . . A pattern of life which is entirely satisfying for one kind of woman may be torment for another. . . . Women will have to hammer out their own solutions in an infinite variety of patterns fitted to the needs and limitations of their personalities and circumstances."

Whichever way a woman chooses to solve her dilemma, arguments will continue to rage. She must steel herself because sooner or later some man is bound to comment, "a woman hasn't any problems if you keep her pregnant in summer and barefoot in winter."

\*The Annals of The American Academy of Political and Social Science

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# Square meals have 3 sides!

• Square meals can't get by on good looks alone. They must have good flavors and good nutritional values as well. And that's something to reckon with—when you realize how easily raw foods can lose flavors and vitamins in long transit from farm to market to kitchen—in exposure and storage—and even in home preparation!

But when you serve canned foods you can count on flavors and nutrients\*—as well as fine appearance. Yes, the steel-and-tin can is your best meal protector!

\*See September-October, 1946 issue of "Food Research"



For hungry folks . . . blended citrus juice, luncheon meat, corn, brussels sprouts, diced vegetables for vinaigrette salad, apricots, cookies, coffee, milk . . . and they all come to you in cans!

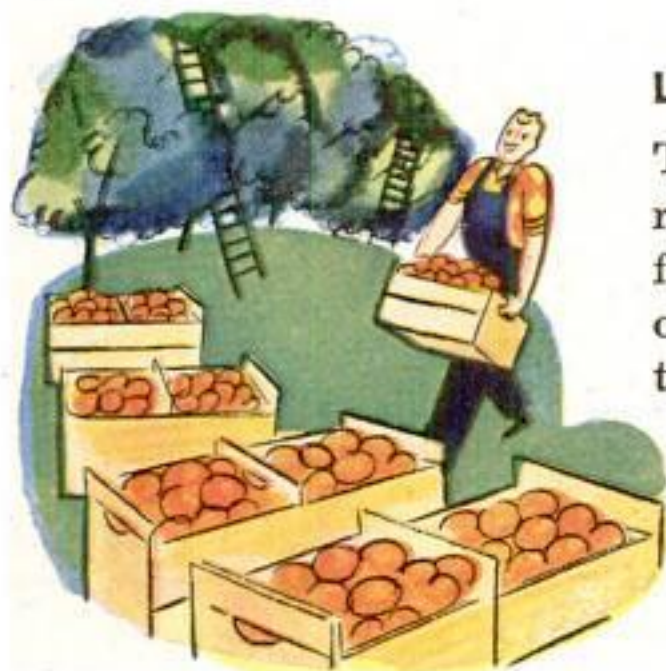
## Here's the "key" to the situation

Your pet can opener is your personal key to square meals. How proudly you serve the modern canned foods that bring your table such good nutrition and such great variety! Literally, "everything from soup to nuts." Always so convenient to store, so ready and safe to use, so economical to buy—so good to eat!



## Look what the "neighbors" brought in!

The modern cannery is generally located right in the neighborhood of farms that grow foods especially for canning. Within a matter of minutes almost, foods are picked, brought to the cannery, expertly prepared, popped into cans and cooked right in the can. Which means each can is really a miniature "pressure cooker" that captures natural flavors and precious nutrients.



## Bar-B-Q Casserole

Fill a custard cup with your favorite barbecue sauce and place it in the center of a heat-proof casserole. Surround cup with sautéed, canned whole-kernel corn. Top corn with slices of frizzled canned luncheon meat. Place in moderate oven till piping hot. Serve, spooning the barbecue sauce over each serving.



CAN MANUFACTURERS INSTITUTE, INC., NEW YORK



BY MEN WHO PLAN BEYOND TOMORROW



## Traveling Kitchens Deliver Packaged Dinners

Deluxe service for Tomorrow's homes...cooked-to-order meals brought right to the door, piping hot, on time. Ordered a day ahead from weekly menus, the food is prepared en route, delivered ready-to-serve in "room service" carriers. This motorized version of big city prepared-dinner depots will bring cheers from the compact, servantless homes of Tomorrow.

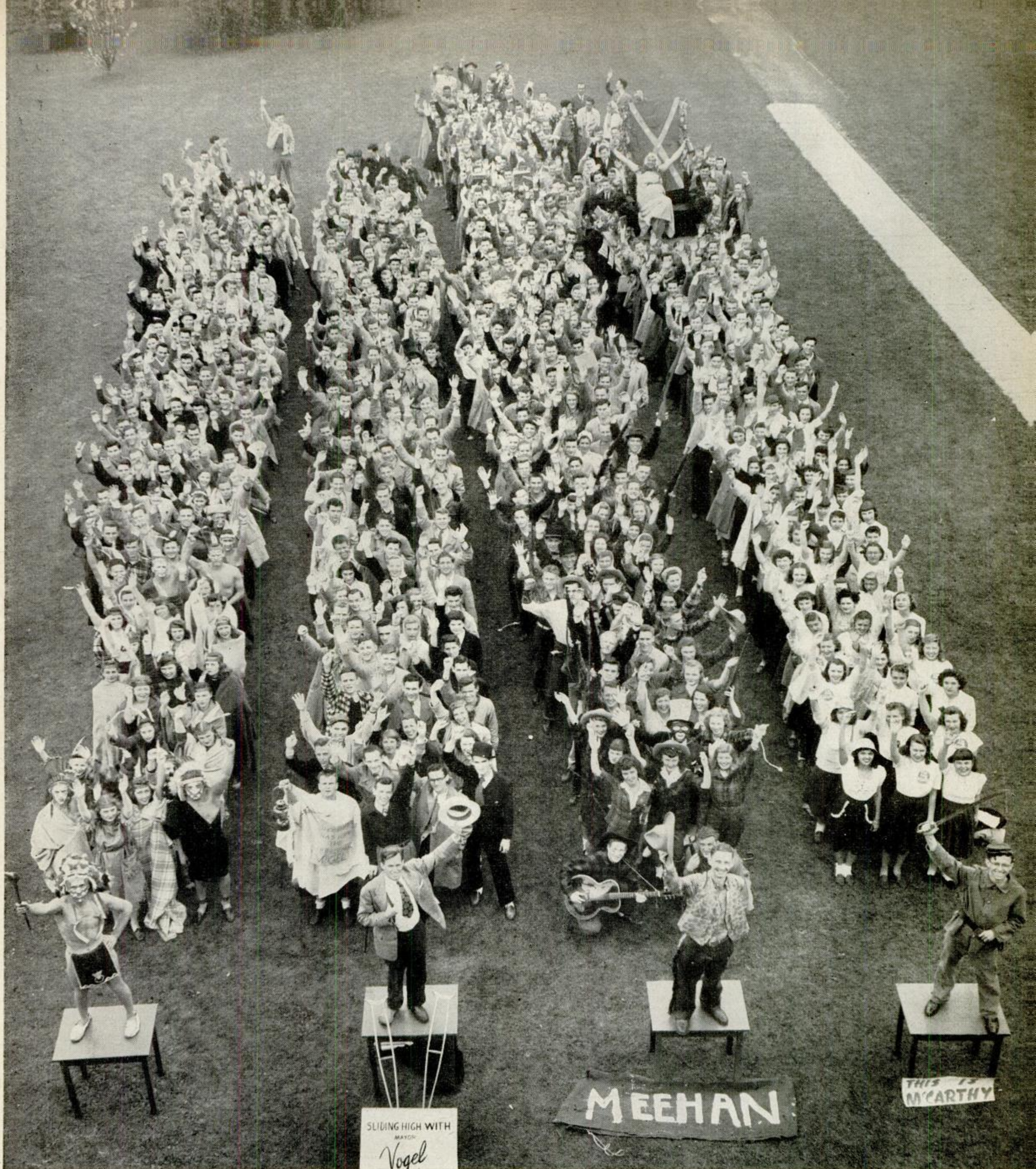
"Cheers" is the word with Seagram's V.O. Canadian, too! In today's fine homes everywhere, you'll find this luxury imported whisky. Very light, very *clean-tasting*, very obviously the mark of men who years ago planned beyond Tomorrow to bring you this incomparable Canadian whisky Today.

This Whisky Is Six Years Old—86.8 Proof. Seagram-Distillers Corp., N. Y.

# Seagram's V.O. Canadian

CANADIAN WHISKY—A BLEND...OF RARE SELECTED WHISKIES





BACKED BY THEIR WAVING FOLLOWERS, THE FOUR CANDIDATES POSE. FROM LEFT TO RIGHT THEY ARE "GERONIMO" GUARINO, VOGEL, MEEHAN AND MCCARTHY

# CAMPUS CAMPAIGN

Confederates, cowboys, Indians  
elect a mayor of Tufts College

The only semblance of order in the spring campaign to elect a student mayor for Tufts College in Medford, Mass. was achieved when the four campus political parties lined up for a moment to have their picture taken (above). As soon as the shutter clicked they relapsed into the normal bedlam of their campaign.

The four candidates fought with sound trucks, torchlight parades, placards and promises. Jerry Guarino, dressed as Apache Chief Geronimo, prom-

ised to give Tufts back to the Indians. Ed Meehan sang cowboy songs, plumped for coed dormitories. Ted Vogel, the common man's candidate, promised a \$500 monthly GI subsistence. Joe McCarthy, who wore a Confederate uniform, wanted to supplant campus pine trees with magnolias and lynch the faculty. On eve of voting there were two kidnappings. McCarthy's was a phony but Meehan was abducted by Geronimo's men, who gave him up only after an ultimatum from the election committee.



## Meet "DEAR RUTH"



Whose love letters should have been mailed in asbestos envelopes...



...Whose sister got her engaged to five men at once.



Broadway roared at her for 680 performances, Chicago laughed for 13 months, Los Angeles hugged her for 252 Days. Now it's a wonderful movie and the whole wide world can love "Ruth" too.

Paramount presents  
**WILLIAM HOLDEN**  
and  
**JOAN CAULFIELD**

in  
*"Dear Ruth"*

with  
**BILLY DE WOLFE**  
**EDWARD ARNOLD**  
**MONA FREEMAN**

Mary Philips • Virginia Welles • Kenny O'Morrison

Produced by PAUL JONES

Directed by WILLIAM D. RUSSELL

Screen Play by Arthur Sheekman • Based on the Play by Norman Krasna

## Campus Campaign CONTINUED



**GERONIMO** rides to the election rally balanced on the shoulders of his braves. He made a lot of speeches during his campaign, used grunts instead of words.



**SQUAWS** backed Geronimo, who managed to round up most of prettiest coeds on campus. Male "squaw" (left) carries a papoose. Other squaws war whoop.



**GERONIMO MEETS McCARTHY** as sound trucks pass on the college street, where they exchange vituperative greetings. All four candidates are veterans.

# EMPIRE

*Baby pants*  
**GUARANTEED  
WATERPROOF**

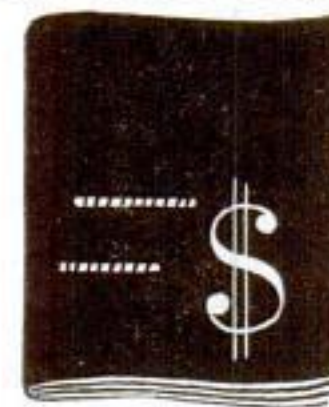


Available in 3 Qualities  
TO MEET EVERY NEED

nylon, wataseal\*  
and duxkin deluxe\*

\*REG. TRADEMARK  
FEATHER-LIGHT... STURDY... NON-CHAFING  
LABORATORY TESTED AND APPROVED.  
EMPIRE SHIELD CO., Inc., NEW YORK 12, N. Y.

get your free copy



of this year's  
*Best Seller!*

Here is a booklet that proves there is "Money in Magazines"\*—and tells you how to get your share of this money by selling subscriptions to easy-to-sell magazines.

In 20 illustrated, fascinating pages of profitable reading, you'll discover how people like yourself are earning "vacation" and "luxury" dollars as LIFE, TIME and FORTUNE Subscription Representatives.

\*"I even sell subscriptions when I'm at the country club pool," says one of our full time Dallas representatives who last year made over \$1300 from LIFE, TIME and FORTUNE sales alone.

Find out for yourself, by mailing the coupon below to



W. J. Angell

LIFE-TIME-FORTUNE Agency Dep't. F  
115 East Ohio Street, Chicago 11, Illinois

Please send me a free copy of "Money in Magazines"

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

L6-16

CONTINUED ON PAGE 122



FORGET ALL YOU EVER KNEW ABOUT DEODORANTS...

## New Scientific Discovery Kills Hundreds of Home Odors!

To Kill that Odor, just...

# NIL that Odor!

T. M. Reg. U. S. Pat. Off.



ENDS EMBARRASSING  
COOKING ODORS!



TAKES "B.O." OUT OF  
COATS FAST!



KILLS TOILET BOWL  
ODORS INSTANTLY



TAKE SMOKE, OTHER  
ODORS, OUT OF UPHOLSTERY



EASY TO DEODORIZE  
USED DIAPERS



DESTROYS PET ODORS  
QUICKLY, EASILY

ENDS GARBAGE  
ODOR WITH  
DAILY SPRAYING

## Utterly New Kind of Odorless Deodorant Spray Completely Destroys These Embarrassing Household and Pet Odors—Quickly, Safely, Easily:

**EMBARRASSING KITCHEN ODORS!** Get them out quickly!—with a few swift sprays of NIL. A spray in air eliminates odors of fish, cauliflower, cabbage, onions, burned food!—spray upholstery, drapes—removes "cooking smell" from them, too!

**EVEN DIAPER ODORS DISAPPEAR** after a NIL treatment! Every time you remove a wet diaper, spray it with NIL before putting it in can or bag. No sour, "diaper-ish" odor around your house. Grandmother: buy or send, for grandchild's nursery.

**OTHER NURSERY ODORS TOO!** If child vomits or breaks training, spray NIL on soiled bedclothes or garments after removal. If child wets bed, NIL the sheet after removal; spray NIL on mattress and turn mattress over!

**A CLEAN, ODORLESS TOILET BOWL** is a sign of a fastidious housewife. Just spray NIL on and in bowl once a day, or as needed.

**MILDEW ODORS EASY TO KILL NOW!** Simply spray mildewed cloth, paper or other material and spray spot where it has been!

**FRESHEN MUSTY BASEMENTS!** Just spray on walls, floors, or directly on areas where odors originate.

**MUSTY CLOTHES CLOSETS** lose their odors in a few seconds! Use a light NIL mist on walls and clothes in closets. Results are immediate.

**ODORS IN UPHOLSTERY** and drapes caused by pets, spilled drinks, tobacco smoke, cooking odors, etc., vanish when fabric is sprayed lightly with NIL.

**DOG OWNERS AMAZED** with NIL's fast action in keeping homes free of animal odors. Spray NIL where dog lies or sleeps. Spray or dampen dog, or apply with plastic or rubber comb. If animal commits a nuisance, spray affected spot to deodorize rug, floor, upholstery, etc. Special blessing to dog, cat and other animal lovers in apartments!

**NO MORE SMELLY GARBAGE CAN!** Just spray the garbage in can daily—also spray inside, before and after washing out can.

**STOPS SINK AND SEWER ODORS** fast, with only a spoonful poured in the drain. Allow to stand a few minutes for best results.

**ODOR OF DEAD ANIMAL GOES FAST** with a quick NIL treatment.

Spray animal, remove and spray area and air.

**KILLS EVEN SKUNK ODORS!** Soak affected garments in NIL; or wash NIL on skin and hair of dog till odor disappears.

**SO MANY OTHER ODORS!** Clothes-hamper odors: just spray in hamper as dirty clothes accumulate; odors in car: treat like home upholstery and rugs; bird-cage odors: spray paper in cage-bottom; trailer odors: spray drapes, rugs, upholstery, toilet. Read the NIL label!—for easy directions to kill any common home odor!

**HOW YOU CAN GET NIL**, if your dealer is not yet stocked: Mail \$1.00 today for your pint bottle and sprayer (\$1.00 includes postage and handling costs). Simply write name and address in margin of this page, place in envelope with \$1.00 and mail to Skinner Mfg. Co., 1341 Jackson St., Omaha, Neb.

**DEALERS!** Write today for name of your nearest NIL distributor. Survey shows average NIL use almost half-bottle monthly, with rapid repeat and high satisfaction.

Keep a Bottle in the Kitchen — Keep a Bottle in the Bathroom — Available at Leading Grocery, Drug, and Department Stores and Pet Shops Everywhere

# NIL that Odor!

T. M. Reg. U. S. Pat. Off.

DRUG DIVISION, SKINNER MFG. CO., OMAHA, NEBR., COPR., 1947

### Why We Say NIL is the Really TRUE DEODORANT:

1. It quickly destroys (oxidizes) objectionable home odors. NIL is patented—no other works like NIL.
  2. It does not merely "mask" an odor with another odor.
  3. It is completely odorless—has no odor, leaves no odor.
- Can You Name Another Deodorant Like This?



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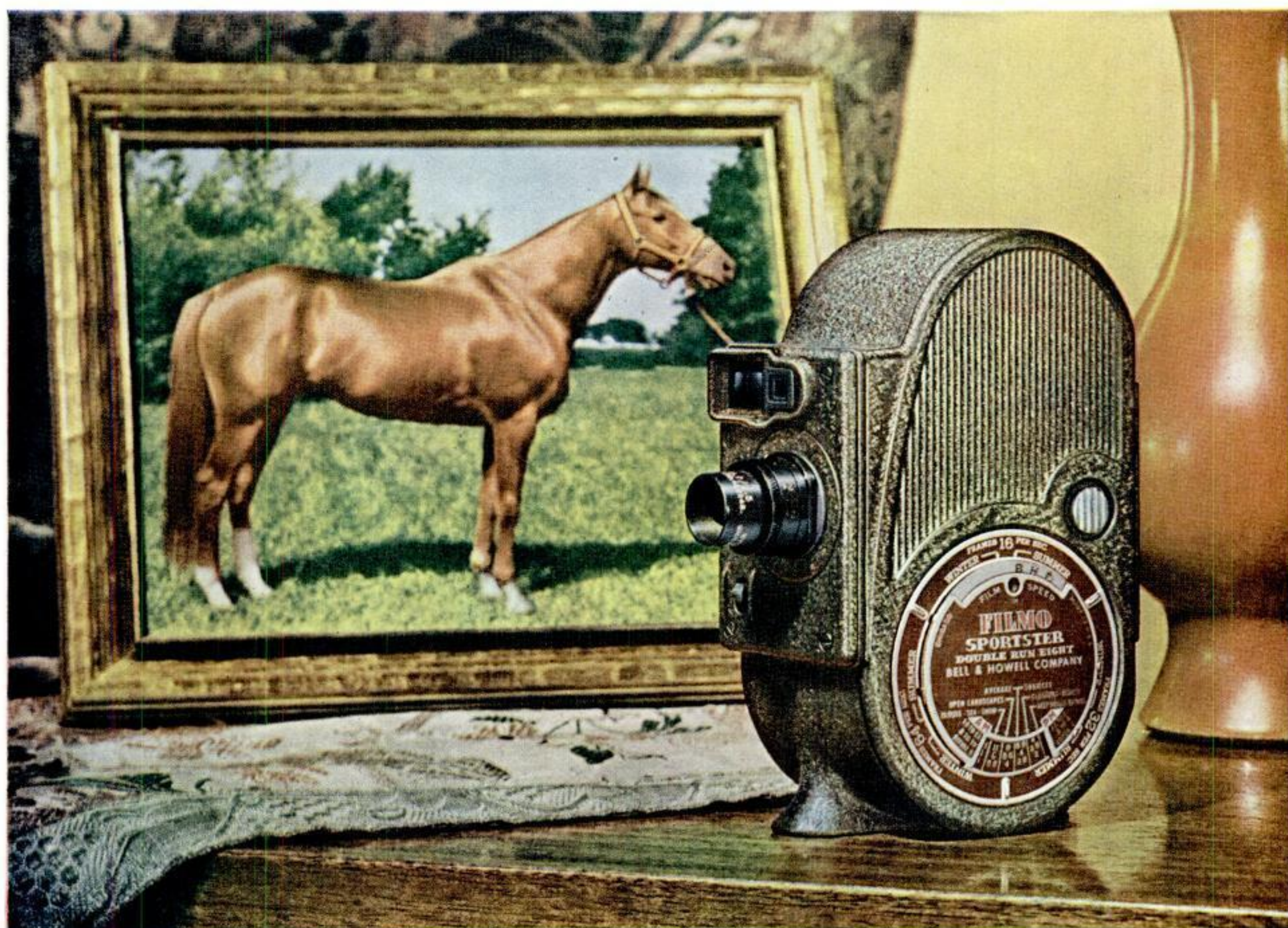
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**FOR** *Superb* **PERSONAL MOVIES**

Filmo cameras prove their superiority on home movie screens, just as decisively as Whirlaway proved *his* on the race tracks. For Filmos have a proud heritage. Born of Hollywood's professional preference for Bell & Howell equipment, they give the discriminating beginner theater-quality results with amateur ease . . . and offer the advanced enthusiast the versatility he demands. Filmo "bluebloods" include 8mm and 16mm cameras and projectors, and Filmosound 16mm sound film projectors. Bell & Howell Company, 7141 McCormick Road, Chicago 45.



**BOTH ARE BLUEBLOODS:** *Whirlaway*, winner of the Kentucky Derby in 1941. Owned by Calumet Farms, Lexington, Kentucky.

*Filmo Sportster*, winner in making truly fine movies, in beautiful full color or brilliant black-and-white, on low-cost 8mm film. It's small, light, easy to carry, easy to use.

**FILMO SPORTSTER**

*by*

*Bell & Howell*



*"No, no," said Father, "I won't play;  
Croquet's a lady's game, I say!"*

*But Mother argued not at all,  
Just traced three rings with her parasol.*

*Then Father cried, "Croquet is fine,  
When followed by some Ballantine!"*



*Great favorite since 1840...*  
it's America's largest selling Ale

Back in 1840, when his ale was ripe and ready, Peter Ballantine took one drink to judge its PURITY, a second for BODY, a third for FLAVOR, and chose for his trade mark the three moisture rings left by his glass on the table.

But enough of history. Uncap a nice cold bottle of Ballantine Ale and test it yourself. Ballantine, you'll find, is agreeably light; but thoroughly satisfying... with a flavor found in no other ale. It's so downright delicious you'll want to enjoy it often. Look for the 3 rings.



**BALLANTINE**



**ALE**

P. Ballantine & Sons, Newark, N. J.







**BILLOWING** black taffeta is used by Pattullo to make this \$175 cocktail dress. One hundred were ordered in first three days' showings. Collar has rhinestone trimming.

# FASHION TURMOIL

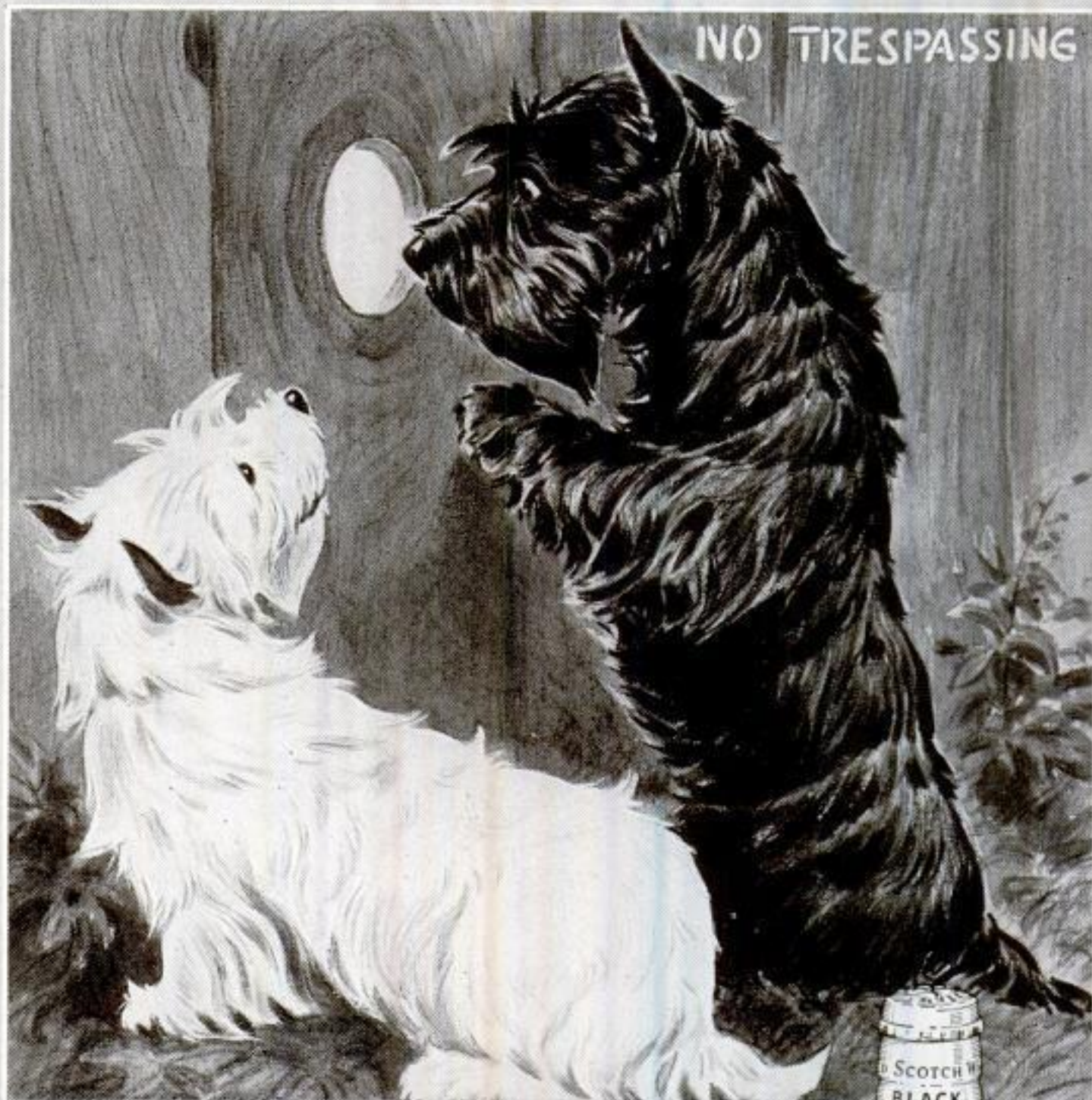
## Drastic new styles will make most existing clothes obsolete

Every spring the nation's dress-buyers flock to New York to lay in their fall stock. This is the biggest season, the time when manufacturers parade their most appetizing wares. This year's showings, the most extravagant ever staged by New York manufacturers of dresses, suits and coats, had buyers alternately enthusiastic and bewildered. To all appearances designers had gone on a wild spree. In fine confusion they advocated sloping shoulders, square shoulders, narrow skirts, full skirts, tight jackets, loose jackets. While all of them were long, none of the clothes shown seemed to have anything else in common save a universal reversal of last year's lines.

Despite the seeming incoherence of the clothes there was a shrewd business reason for the fashion upheaval. Retail markets have been sagging badly, and if manufacturers are to prosper they must get more customers. Accordingly designers reverted to the tried-and-true method of pepping up sales—they changed the styles. In these showings the revolution is experimental. Later the various changes will have crystallized into a unified new style. One thing is sure however; to be very fashionable in the fall of 1947 the American woman will have to junk all her last year's clothes—and thereby give the clothing business its needed boost.



# Too Good To Miss



*Blackie:*

"Take a peek, Whitey — this is terrific!"

*Whitey:*

"As far as I'm concerned, Blackie, the only terrific thing would be a more plentiful supply of BLACK & WHITE — for all our friends."



## "BLACK & WHITE"

*The Scotch  
with Character*

BLENDING SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK • SOLE DISTRIBUTORS

## FASHION TURMOIL CONTINUED

**FORM-FITTING** dress coat has mink trim and a flounce around the bottom. (Monte-Sano & Pruzan)



**FLARED** town coat has a circular skirt, fastens with three rhinestone-studded buttons. (Hattie Carnegie)



**SIDE FOLDS** on skirt are new feature on dressy brown broadcloth suit. Hips are padded. (Hattie Carnegie)

CONTINUED ON PAGE 128





# What in the world interests women?

**Practically everything ...  
and so almost as many women  
as men are reading TIME!**

**E**ACH WEEK 1,500,000 women, most of them wives and daughters of the 1,800,000 TIME-reading men, prove they are interested in just about all the news in the world a busy person needs to know.

Here are the ratios of women readers to men for each of TIME's Departments—based on a continuing study of TIME readers:

|                     |           |
|---------------------|-----------|
| Art.....            | 99 Women  |
| Books .....         | 115 Women |
| Business.....       | 68 Women  |
| Canada .....        | 76 Women  |
| Cinema .....        | 121 Women |
| Education .....     | 96 Women  |
| Foreign News.....   | 81 Women  |
| International.....  | 82 Women  |
| Latin America ....  | 75 Women  |
| Letters.....        | 97 Women  |
| Medicine.....       | 102 Women |
| Milestones .....    | 107 Women |
| Miscellany .....    | 101 Women |
| Music .....         | 107 Women |
| National Affairs... | 86 Women  |
| People.....         | 102 Women |
| Press.....          | 81 Women  |
| Radio.....          | 85 Women  |
| Religion.....       | 104 Women |
| Science.....        | 74 Women  |
| Sport.....          | 52 Women  |
| Theatre.....        | 118 Women |

**FOR  
EVERY  
100  
MEN**



## What in TIME interests women? Not just Fred Allen!

So cover-to-cover readership of TIME is a feminine as well as a masculine habit, coast to coast.

TIME's 1,500,000 feminine readers are among America's most alert and active women. In a week they do more planning and discussing and managing, in the home and out—more buying and consuming and recommending—than most women do in a month.

When you can get their interest, you've got something. And the best place to get it is in TIME.

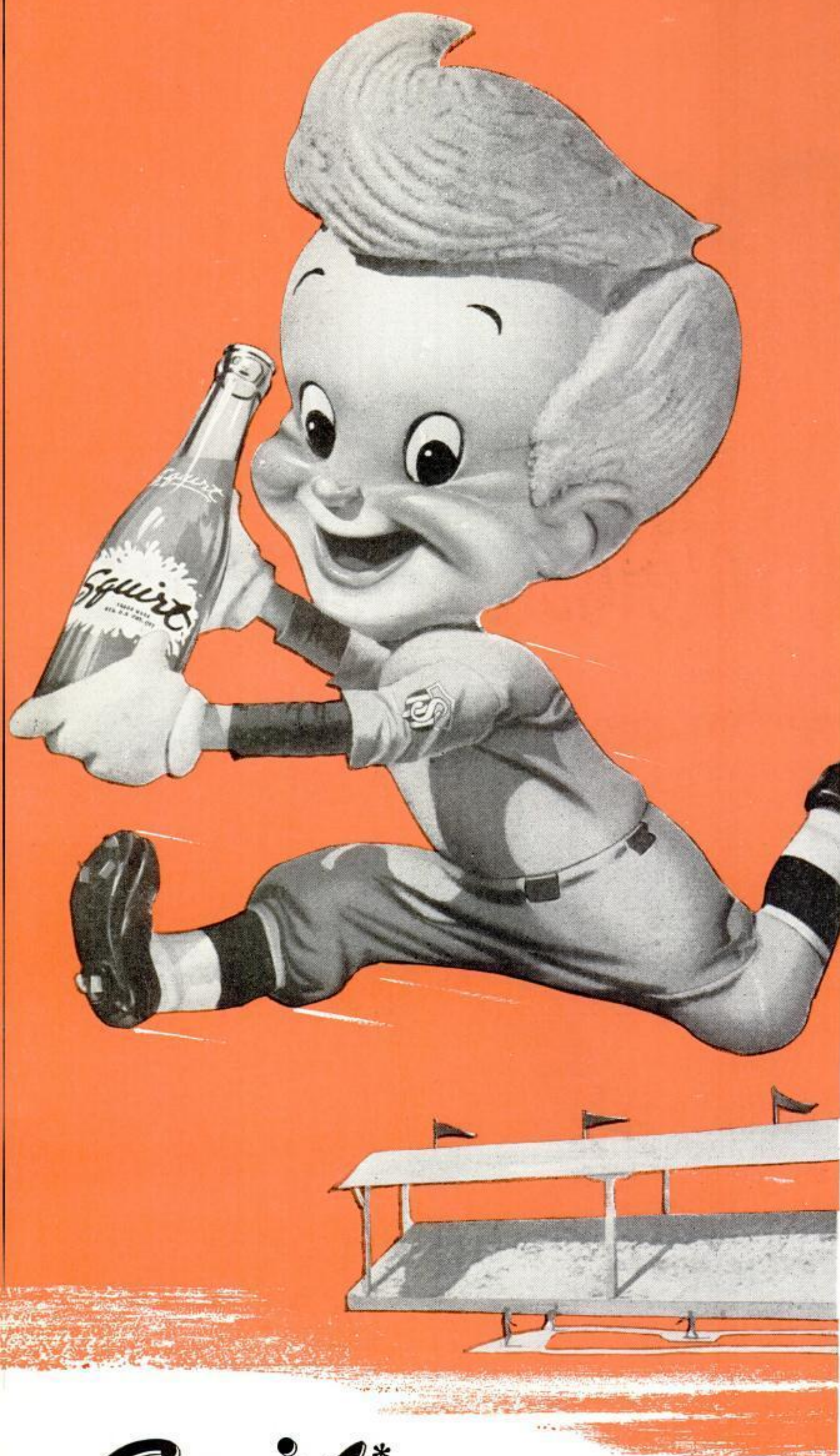


► The TIME story above was read by 101 women for every 100 men. Perhaps Fred Allen is a "natural" for feminine readership. But for every 100 men, a story in that

same issue's Business and Finance Department attracted 89 women ... an article in National Affairs, 99 women ... in People, 104 women ... in Medicine, 98 women.

**... read every week by the men and women  
who are everybody's Best Customers.**





**Squirt\***

**Quenches Quicker**



No wonder folks the country over are cheering Squirt ... calling for Squirt. For it has such good taste ... it's such a genuinely good refresher.



A not-too-sweet grapefruit treat. That's Squirt ... the thirst-satisfying drink ... the different drink. It quenches quicker because Squirt is the product of winter-grown grapefruit. Try Squirt ... it will give you the head-to-toe taste thrill of a lifetime.



Mrs. Norbert E. Bibow of Chicago, Ill., says: "We've tried most all soft drinks ... and Squirt is by far the favorite ... it really quenches quicker ... longer."

**... Switch to Squirt\* (5¢)**

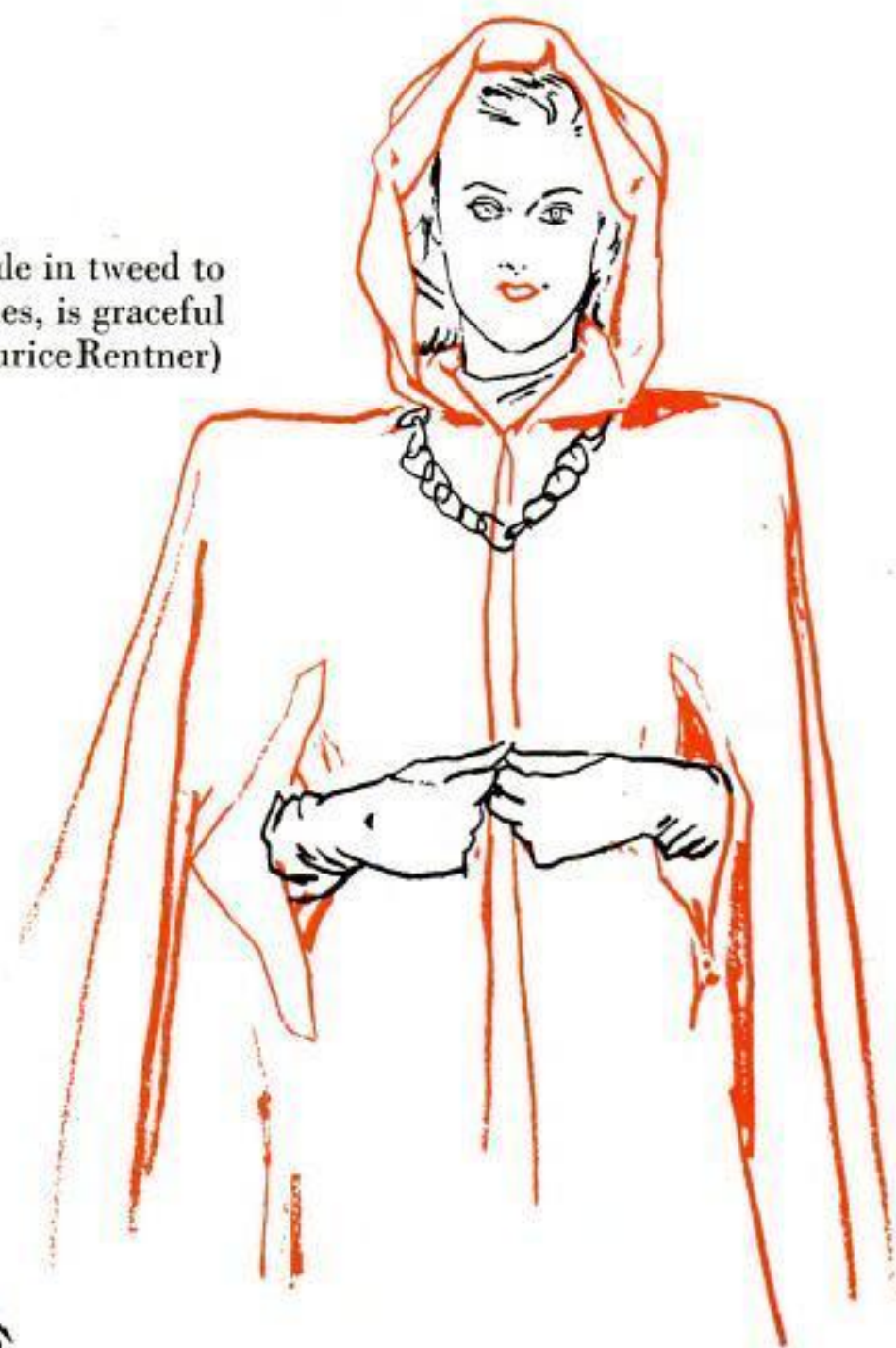
Copyright 1947, The Squirt Company. \*Trademark Reg. U. S. Pat. Off.

## FASHION TURMOIL CONTINUED



**LONG** jacket suit with full pleated back appealed to buyers. While new, it is restrained. (Nettie Rosenstein)

**FLOWING** cape, made in tweed to wear over street clothes, is graceful and conservative. (Maurice Rentner)



**WRAP-AROUND** coat, reminiscent of early '20s, has lavish silver-fox shawl. (Zuckerman & Kraus)

CONTINUED ON PAGE 131





### Giant 18-in. Oven

Holds 20-lb. turkey. So big . . . so perfect in heat control, it bakes four 10-in. pies or 8 loaves of bread at one time to an even golden brown. Heavily insulated—fully porcelain enameled. Automatic oven regulator. Automatic oven light.



### Extra Large Broiler

Six inches deep. Flame-Ray principle scientifically applies heat rays for tender, juicy results. Non-spatter, non-smoke broiler grid. Removable. Easy to clean.

**STOP SEARCHING, "MRS. SHERLOCK"**

## Here's your clue to peak value in a divided top gas range

Revel in extra cooking room, in clean-lined, streamlined beauty, in the convenience of the big 40" width. Discover feature after feature that makes cooking a pleasure—twenty-six in all! Marvel at its low cost. Where do you find it? Element'ry, Mrs. S . . . at your Kalamazoo dealer's or leading department store! KALAMAZOO STOVE & FURNACE CO., 564 Rochester Ave., Kalamazoo 6, Mich.

*completely new*

**KALAMAZOO**

*gas range*

### Easy-Cleaning Uniflow Top

Not a crack or dirt-catching crevice. Just one single unit with beautiful china-white porcelain enamel from top of splasher back to oven door. All rounded corners . . . Grates and burner bowls slip right in dishpan.

### Uses City or Bottled Gas

Built for most efficient use of bottled gas, the low-cost, time-saving fuel that gives you clean, controlled heat instantly. Also burns manufactured or natural gas. Easy-cleaning, non-clog thrift burners give 100 different degrees of heat.



### Ample Work Space—Fluorescent Top Lamp

Plenty of clear space in the center provides a generous work-top for making gravies, mixing, etc., without having to reach over hot burners. Beautiful chrome lamp floods the top surface with light.



### Roomy Storage

2 big storage drawers provide plenty of room for all necessary utensils. Save steps. Finger-touch roller-bearing action.



ELECTRIC RANGES



COAL-WOOD RANGES



COMBINATION RANGES



HOME APPLIANCES BY

**KALAMAZOO**

QUALITY LEADERS SINCE 1901



REFRIGERATORS



FURNACES





*“First over the bars!”*

Neither we, nor anyone else, can tell *you* which whiskey tastes *best*. You alone can decide that...for taste is a *personal* thing. But we *can* say this: Hunter has kept its own loyal following by being *very different*

from any other whiskey on the market: Possibly, it may not suit your taste. But you *should* try it! For thousands of men who *have* tried it once, have liked it instantly—and today prefer it to all others.

**HUNTER**

SINCE 1860

HUNTER-WILSON DISTILLING CO., INC., LOUISVILLE, KY. BLENDED WHISKEY, 92 PROOF. 60% GRAIN NEUTRAL SPIRITS.





**ANKLE-LENGTH** theater suit has a short, fitted jacket. The skirt is long and tight, with huge silver-fox pockets and a slit up the front to the knee. (Monte-Sano & Pruzan)

THEY'LL ALL WANT "SECONDS"—  
COLD CUTS  
AND POTATO SALAD  
WITH THAT FRENCH'S  
FLAVOR!



**FREE!** New Recipe Book  
"Mealtime Magic"  
Send name and address  
to The R. T. French Co.,  
1389 Mustard Street,  
Rochester 9, New York

**French's Potato Salad . . .**  
Combine 4 cups cold boiled potatoes,  
cubed; 1 onion, chopped; 2 tbs.  
chopped parsley; 1 cup chopped  
celery; 1 tsp. salt. Mix with dressing  
made by beating until light and fluffy;  
4 tbs. French's Mustard; 2 tbs.  
evaporated milk or light cream; 2 tbs.  
sugar; 2 tbs. vinegar; ¼ tsp. salt.



Smoother, Creamier—LARGEST SELLING PREPARED MUSTARD IN THE U. S. A.

Yes . . . he's used to the best!



He pays \$100 for his Garrison fly-rod...  
...yet only 5¢ for the best sparkling water!

**EVERVESS** Yes, Yes!  
Makes drinks taste better—costs less!



**YES . . .** it's bonded for quality by a famous surety company.  
**YES . . .** it gives you a dime-size bottle for a nickel!



Product of Pepsi-Cola Company

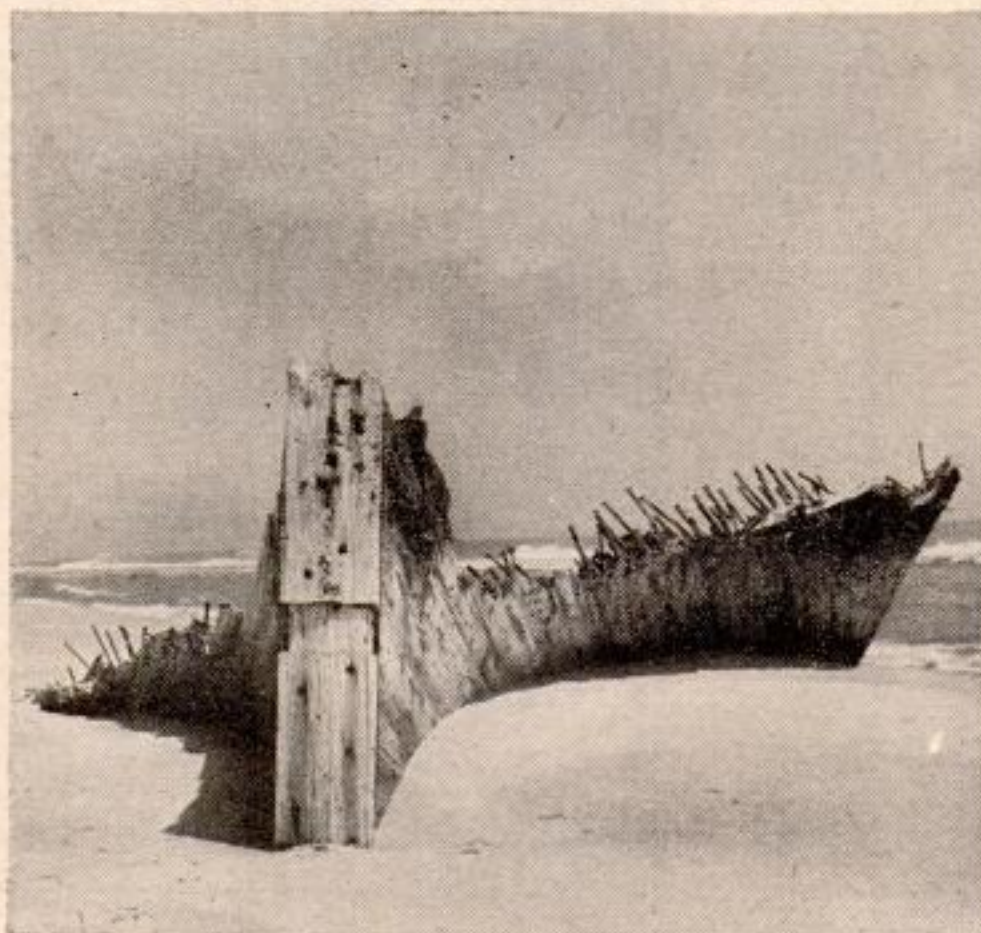




THE SUN SETS ON HATTERAS ISLAND NEAR OREGON INLET. SHACKS ARE LONG ABANDONED. DISTANT TELEPHONE POLES, WITH WIRES CONNECTING FOUR COAST GUARD



**DEAD PORPOISE** is washed up on beach near village of Hatteras (pop. 650), largest town on Hatteras Island.



**WRECK** of the four-masted schooner *George M. Kohler*, sunk in 1930s, lies buried in the Little Kinnakeet's sands.

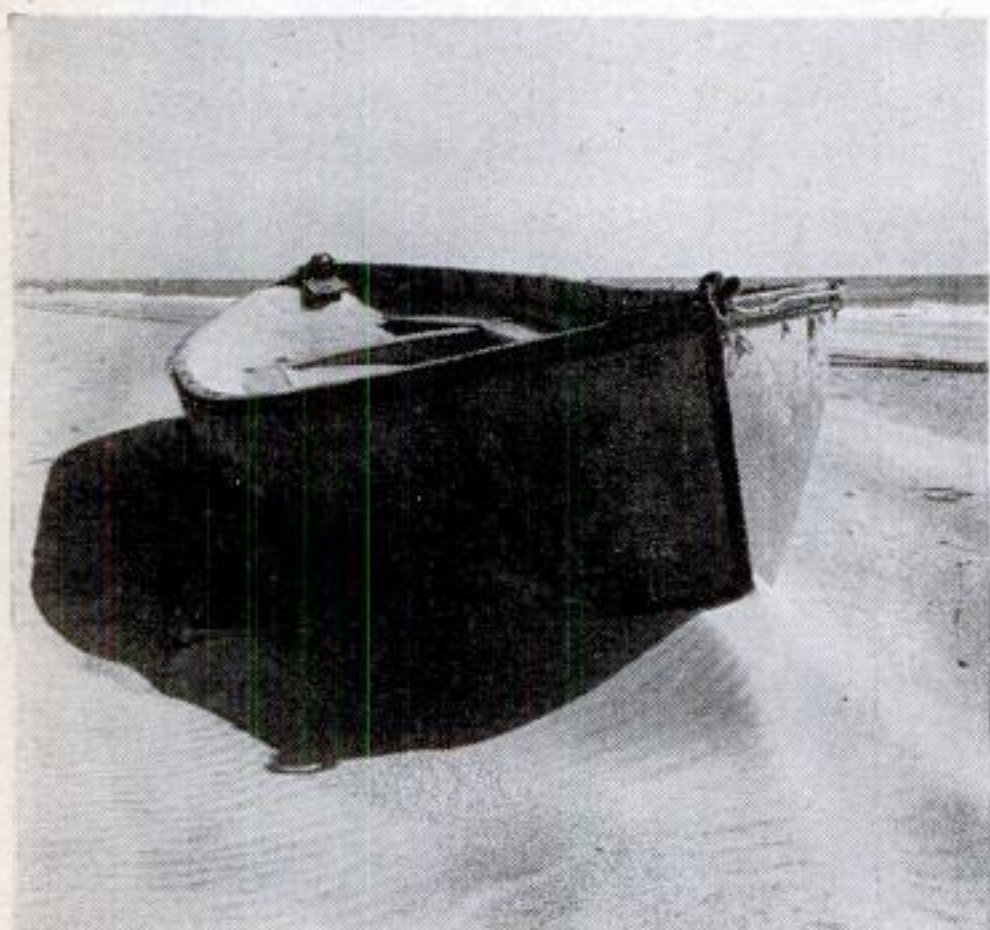


**LIFE RAFT** near Avon is from a ship sunk during the war when Nazi submarines prowled waters off Hatteras.





STATIONS, ARE HATTERAS' ONLY TELEPHONE SYSTEM



**LIFEBOAT** from a torpedoed British tanker was washed up on Cape Hatteras. Its sides bear machine-gun holes.



HATTERAS BOY (SEE COVER) SCANS SEA FROM DRAINPIPE

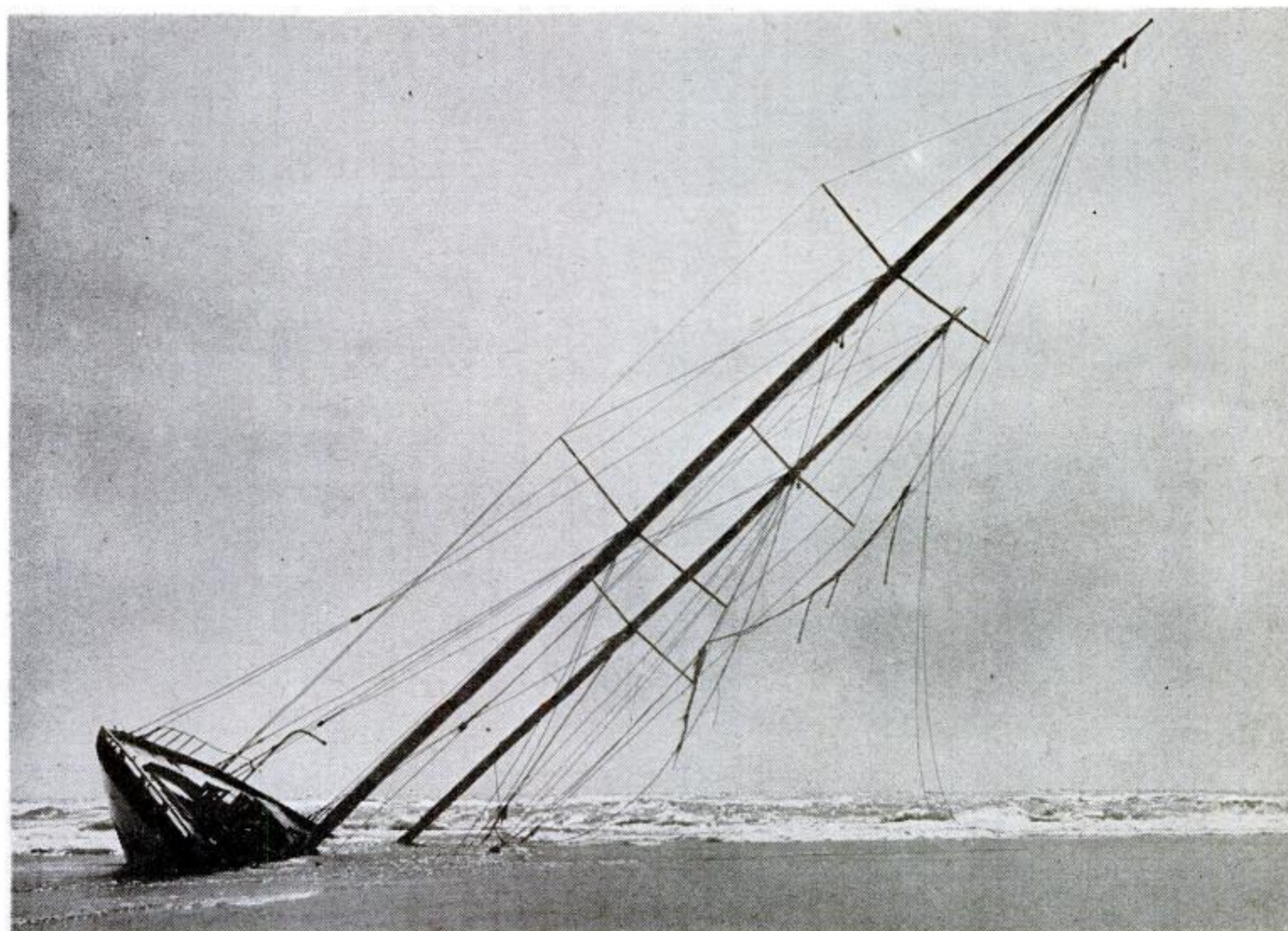
## *Life Visits Cape Hatteras*

**North Carolina's historic ship trap is a lonely land of sand and wind**

Some of the first migrants from Europe to this country landed three centuries ago on desolate Carolina dunes such as those at left. Despite buffeting wind and pounding sea they stuck to their almost sterile soil, their numbers gradually increased by shipwrecked sailors. For Cape Hatteras, North Carolina's most easterly point, is the Atlantic's deadliest ship trap (p. 134). Descendants of these earliest settlers still inhabit the slender islands. They live in remarkable isolation, with virtually no roads, electricity or telephones. Consequently one may occa-

sionally hear vestiges of Elizabethan speech that fall quaintly on the modern ear: "That mimick disre-members his studiments" for "That fool forgets his lessons." They work hard and dangerously at commercial fishing and manning Coast Guard stations.

This summer the state of North Carolina starts building a paved road that may eventually run the length of Hatteras Island. It will bring the tourist to one of the loneliest, most curiously beautiful areas in the whole U.S. To the region the road may bring prosperity and comforts such as it has never known.



**YACHT "NAUTILUS,"** owned by A. A. Cadwalader of Philadelphia, is a recent Cape Hatteras victim. Once a

storm has driven a ship deep into Hatteras shallows, soft sand makes it almost impossible to work her back out.

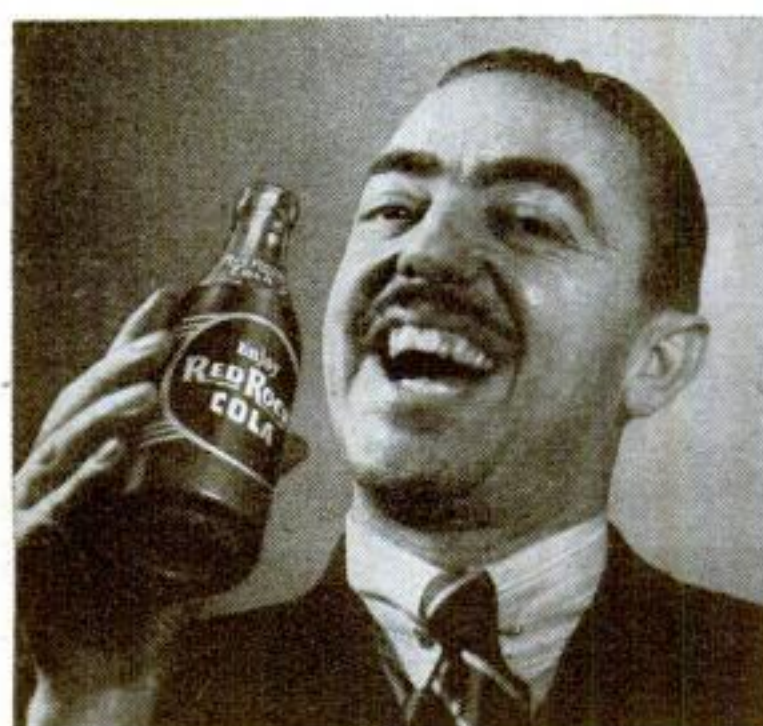




Red Rock is  
**Not too sweet**  
(That would be bad!)



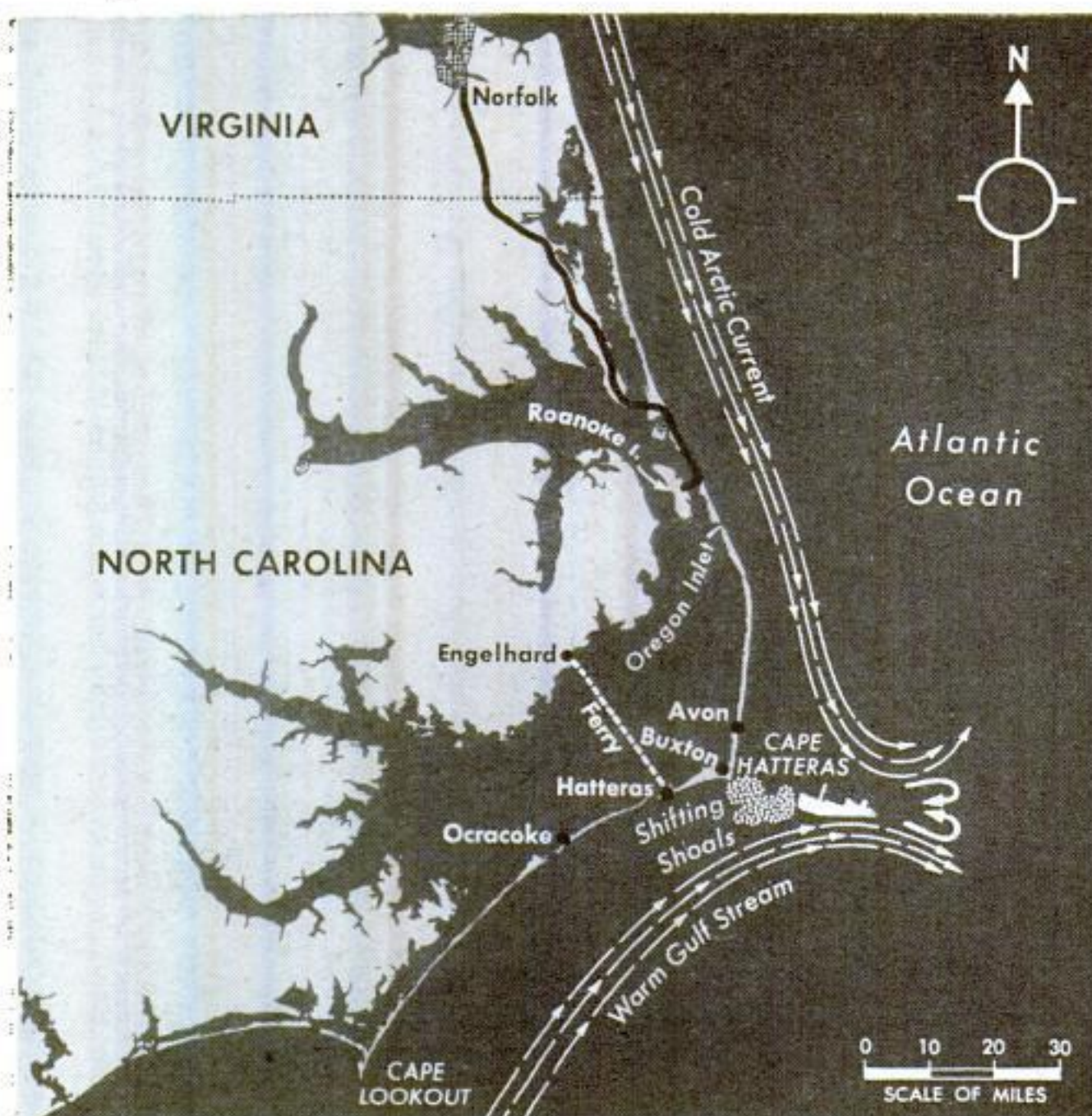
Red Rock is  
**Not too tart**  
(That would be worse!)



**Just right!**  
**That's Red Rock!**

In Atlanta, where people certainly know their colas, they have been smacking their lips over RED ROCK's flavor and quality ever since it was launched by the 62-year-old RED ROCK Company. Now RED ROCK is bottled in hundreds of American communities as well as in Canada, Cuba, Mexico and South America by authority of Red Rock Bottlers, Inc., Atlanta, Georgia.

## Cape Hatteras CONTINUED



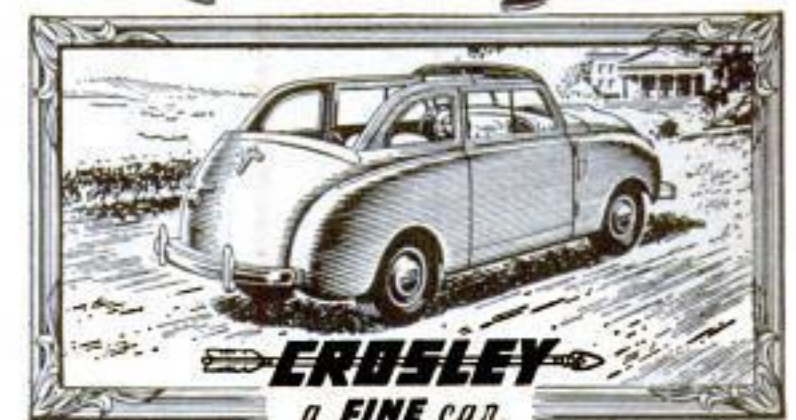
**WHY WEATHER IS BAD** at Hatteras is shown on map above. New road will run north from Hatteras village, may eventually join highway from Norfolk.

## THE ATLANTIC'S GRAVEYARD

Two opposing ocean currents help give Hatteras its grisly nickname, "graveyard of the Atlantic." A cold, south-flowing current collides with the warm, north-flowing Gulf Stream (map above) just off Cape Hatteras. This sets up swirling onshore currents. Above the sea cold and warm air masses also collide and whirl up fierce storms. The traditional Hatteras wreck involves a ship which has lost its rudder or mast during such a storm and is carried by the currents onto the shoals which have been built up east of the Cape by eons of constant ebb and flow.



**RESCUE BOAT** of the Coast Guard battles the sea off Oregon Inlet. Their worst and busiest time of the year is during the shrieking December storms.



For information and literature write:  
Crosley Motors, 2532-EA Spring Grove Ave.  
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"Self confidence," he says, "is the key to success." This truth is voiced by thousands of \$10,000 people, salesmen, buyers, foremen, executives, men and women who know how to make money. How do you get self confidence? These \$10,000 people share one secret. They all carry a big bill, \$10 or higher, in a smart, big-business-looking wallet. Simple, isn't it? But what a feeling of confidence, of being in the big time, this money and an Inner Sanctum Wallet give you.

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**\$3.98**

Order today.  
Just clip  
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mail.



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City.....Zone.....State.....

CONTINUED ON PAGE 137



# ***With tools of war*** ***they fashion peace***



**I**N THE 48 states and in Hawaii, Puerto Rico and the District of Columbia—National Guardsmen are at work. They are building Peace.

With the most modern equipment and under the guidance of combat-tested instructors, they study scores of specialized subjects. Air operations, for example. Defense Against Air and Mechanized Attack. First Aid. Radar and Intelligence. Plus many assignments in administration and leadership of value to them in civil life.

National Guardsmen are well-taught. Their standards of training are identical to those of

the Regular Army. And they must meet the same high mental and physical standards.

But—why do we need a National Guard?

Our Regular Army has its own job to do, much of it overseas. National Guardsmen live at home and serve at home in the tradition of a free people. They are America's Modern Minute Men.

This is the Age of the Atom. Every thinking citizen knows that it *could* happen here—swiftly and without warning. *We must be ready.* Your new National Guard is a skilled

force of citizen-volunteers ready to leap into action on instant notice.

The superb wartime record of National Guardsmen won your honest praise. Today, these free Americans throw their whole strength to insuring Peace. Honor their high purpose!

★ Listen to the "National Guard Assembly," with Paul Whiteman, every Wednesday, 9 P.M., EDST, ABC Network.

Employers perform a public service by permitting their Guardsmen-employees to train two weeks each summer at no sacrifice of income or vacation. "Your National Guard helps guard the peace."

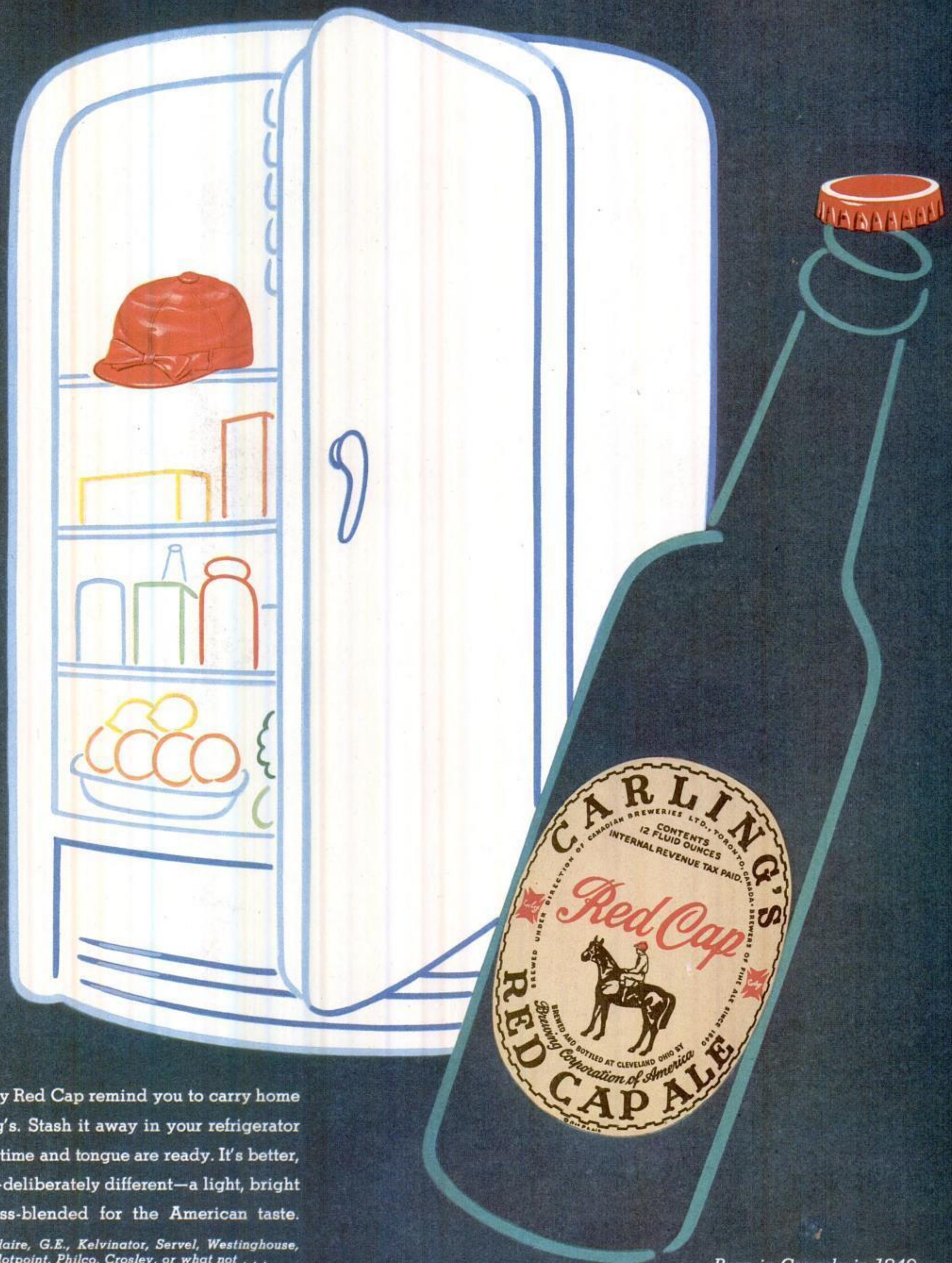
For full information about the new National Guard, contact the officers of your local unit or write to the Adjutant General in the capital city of your state.

## ***The National Guard***

★ ★ ★ OF THE UNITED STATES ★ ★ ★



# CARLING'S ALE



Let the jolly Red Cap remind you to carry home the Carling's. Stash it away in your refrigerator to cool till time and tongue are ready. It's better, not bitter—deliberately different—a light, bright flavor, cross-blended for the American taste.

P.S. In Frigidaire, G.E., Kelvinator, Servel, Westinghouse, Norge, Hotpoint, Philco, Crosley, or what not . . . it's Carling's, darling.

BREWING CORPORATION OF AMERICA, Cleveland, Ohio

Born in Canada in 1840  
Now going great in the 48 states



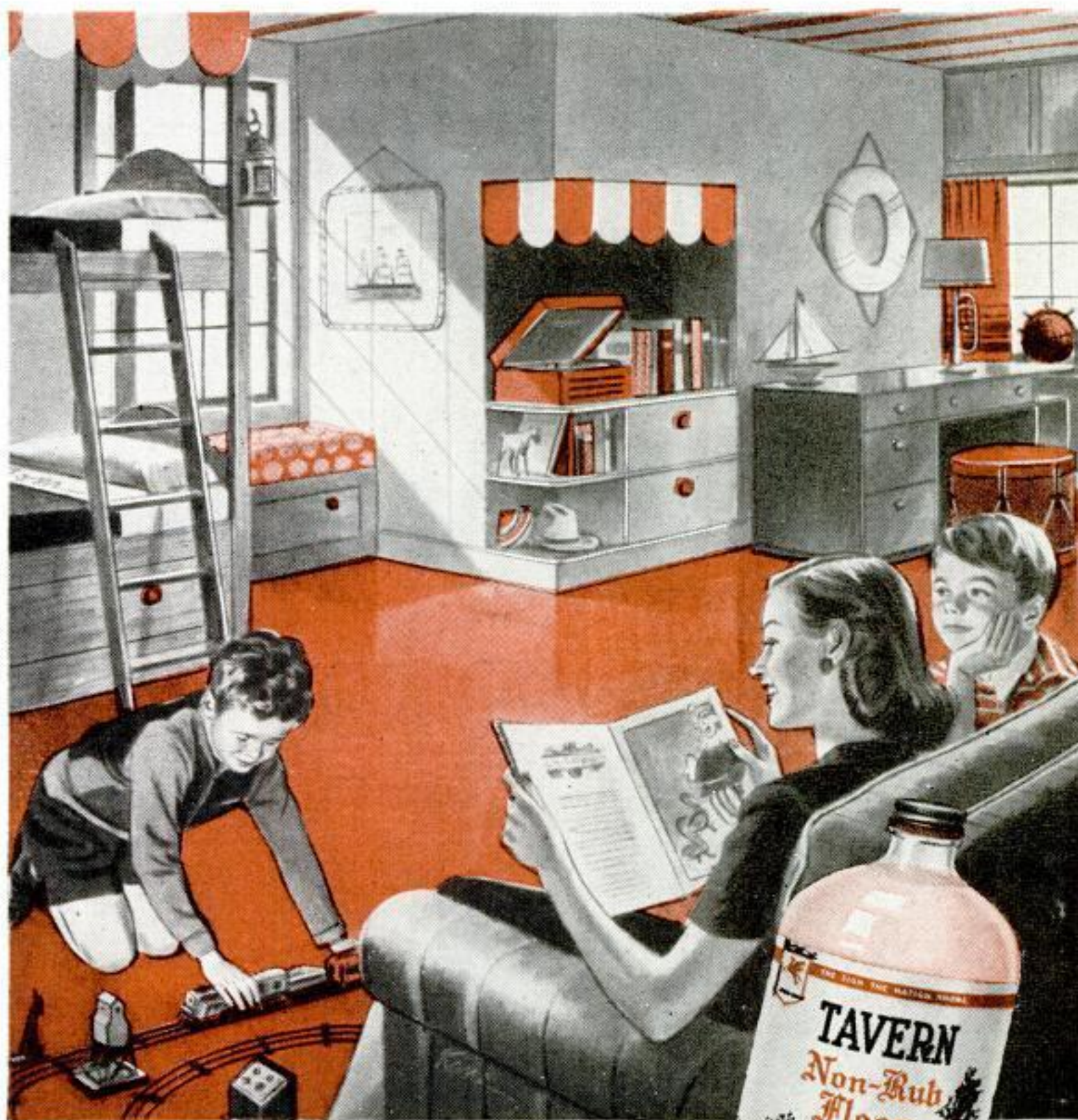


**GRAVES** stud the windswept Hatteras wastes. This one marks the burial spot of an unknown British seaman, cast up by the sea during 1942 torpedoings.



**ENCROACHING SEA** has toppled a headstone lying in what was probably a family burial plot. Shifting sands often make homesteads uninhabitable.

**This room takes a beating  
but you'd never know it!**



**TAVERN WAX**  
Protects the floors...  
makes them easier to clean



USE THROUGHOUT THE HOUSE on linoleum, rubber, asphalt tile, wood floors.



NO RUBBING—dries in 20 minutes to a rich, long-lasting luster.



HIGHER GLOSS due to the addition of a new high-luster wax.



LESS SLIPPERY—a special ingredient protects against slipperiness.



WATER RESISTANT—only light mopping needed to keep floors clean.



TOUGH WAX FILM protects life and original color of your floors.

Quality guaranteed by the famous Socony-Vacuum Laboratories—



**TAVERN  
WAX**

FOR MOST DURABLE kind of all wax protection use Tavern Paste or Liquid Wax. Easy to polish, cleans as it waxes. Particularly recommended to beautify and protect wood floors and furniture, painted, varnished or enameled surfaces. At leading stores Coast to Coast.





**LOOK Athletic...**



**FEEL Athletic...**



But **don't** have  
**"Athletic Aroma"**



**Avoid it—with this clean, safe LOTION**

You don't know when you have "Athletic Aroma"—but everybody else does. Most men have it, and no soap stops it for long.

So your old friends the Barbasol skin scientists created a new kind of deodorant especially for men, made with a newly discovered ingre-

dient. No muss, no goo. Lotion... easy to use. Evaporates immediately and disappears, but the results last at least 24 hours.

Positively non-irritating to skin, harmless to clothes. Now on sale at drug and toilet goods counters. Use Barbasol Lotion Deodorant tonight!

*Confidentially* —

**Barbasol**  
**LOTION DEODORANT**

Checks Perspiration



39¢  
 PLUS TAX

No brush • No lather • No rub-in  
 Keep brushless  
 with ...



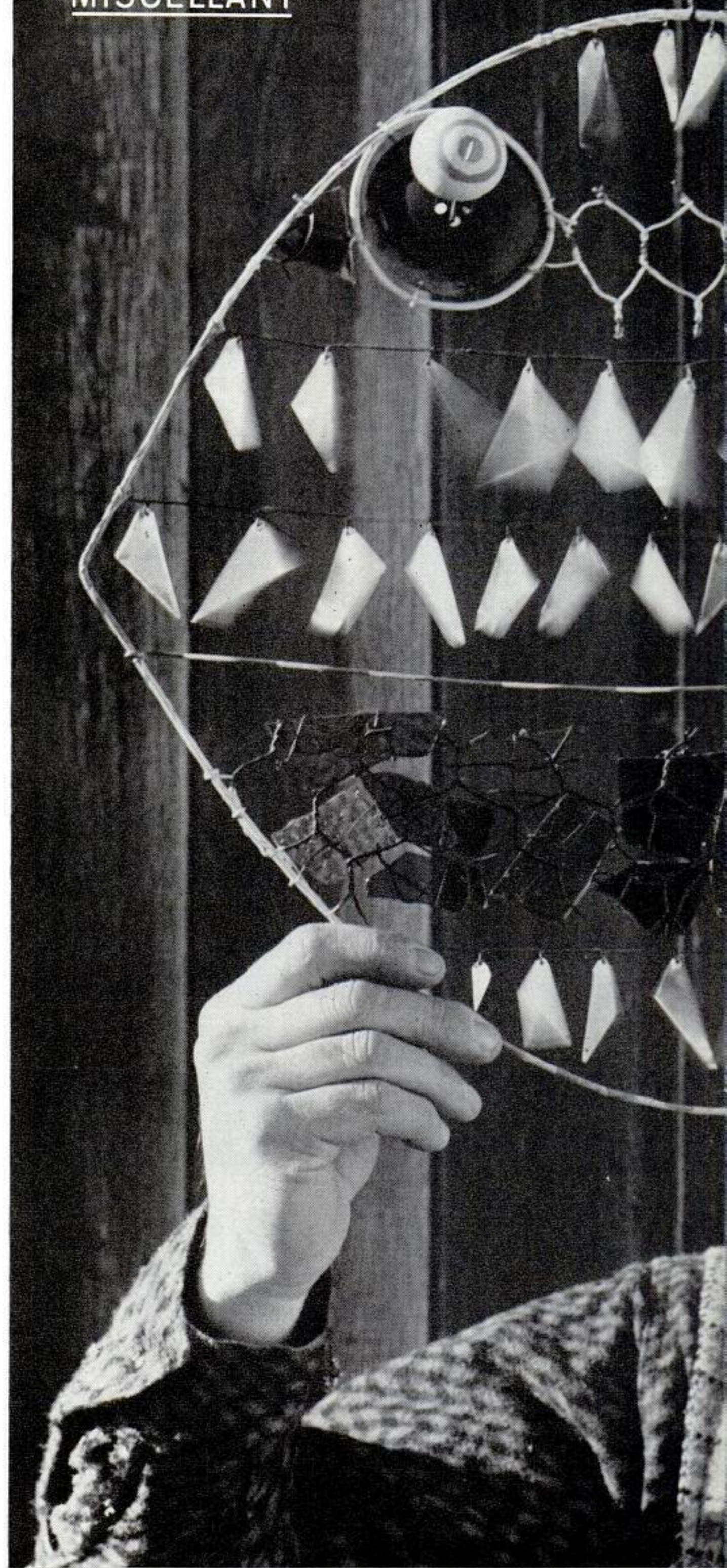
The world's  
 largest selling  
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No pull • No pain • No sting  
 Stay smooth longer  
 with ...



15 for 25¢  
 Super-sharp!

## MISCELLANY



CHERRY POSES WITH CREATION CALLED "SILLY FISH." THE EYE IS MADE

## SCULPTURED DOODLES

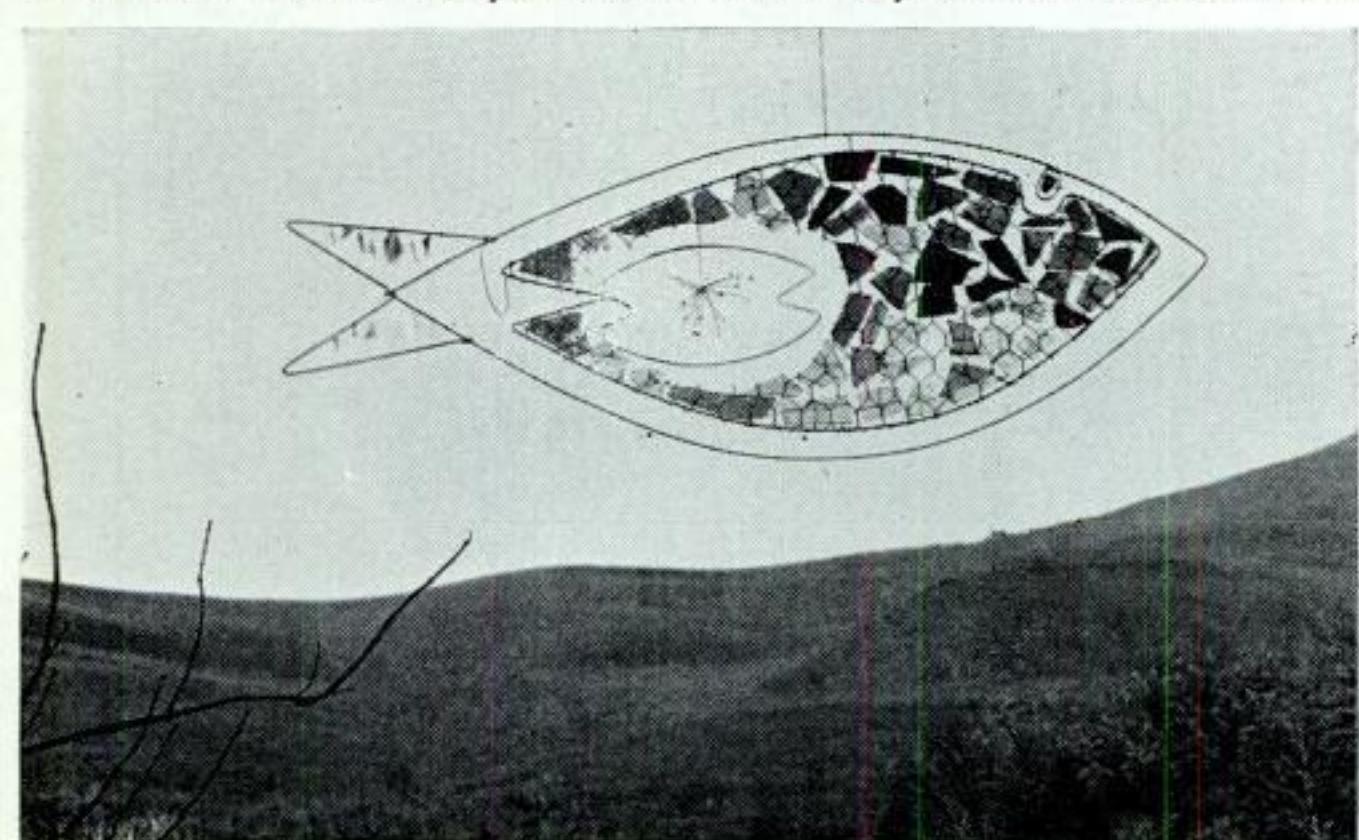
Artist makes strange objects from pieces of junk

The strange objects on these pages were made from pieces of junk by an ex-painter named Herman Cherry. Though junk, the way the objects are put together delights art-lovers, who pay \$100 to \$300 apiece for them. When these sculptured doodles were exhibited recently at New York's Weyhe Gallery, the show was almost completely sold out, somewhat surprising their creator who says he makes them mostly because they are fun. Critics, however, take them seriously, describing them as "forms and colors expertly organized." Cherry gave up painting three years ago for this form of art. To get material he gathers up broken pieces of glass, wire, tin cans or anything else he finds around.





FROM BALL AND BUTTON, SCALES FROM GLASS, TIN AND CHICKEN WIRE



"CAVIAR" hangs outside Woodstock studio. The outer frame is made of aluminum wire, insides of wire and colored glass. Whole thing swings in the wind.

CONTINUED ON NEXT PAGE

Boy, I'm  
in a BAD way!

You don't need a "funny mirror" to tell when you've had too much feasting. You have inside information... a sickish, upset stomach. Be gentle with these upsets—take soothing PEPTO-BISMOL.

### NEVER UPSET AN UPSET STOMACH

Don't add to the upset of an upset stomach with over-doses of antacids or harsh physics. Take soothing PEPTO-BISMOL.

This pleasant-tasting preparation is non-alkaline, non-laxative, non-constipating. Its action is different. It spreads a soothing, protective coating on irritated stomach and intestinal walls, thus helping to calm and quiet common digestive upsets.

To relieve distress after over-indulgence; nervous indigestion; heartburn... and to retard intestinal fermentation; gas formation; simple diarrhea. Three sizes at druggists.



**Pepto-Bismol**  
for UPSET Stomach

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Family 1 lb., \$3.50

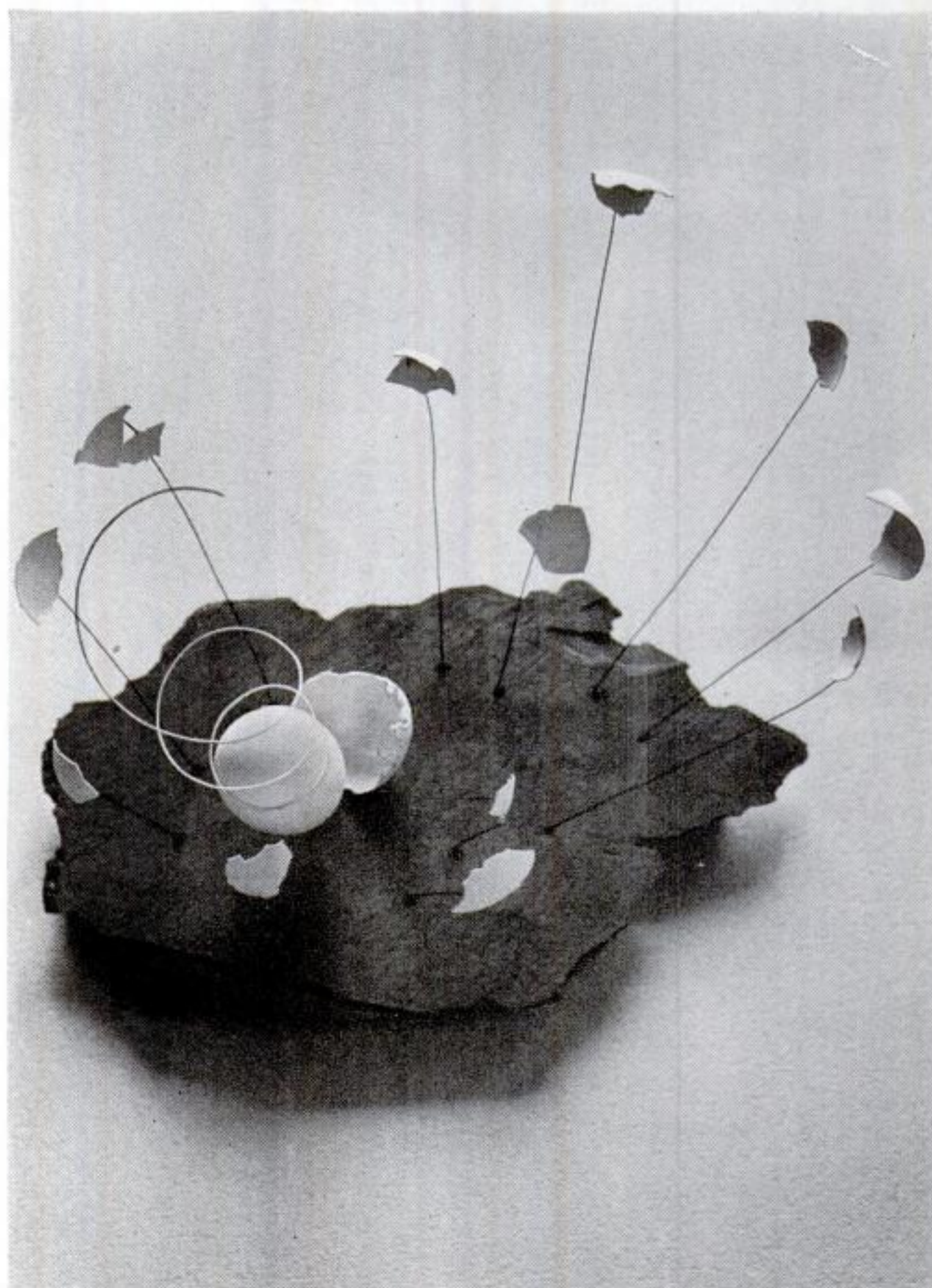
See how a fingertipful of Lustre-Creme Shampoo bursts into heaps of fragrant lather. See how tempting it leaves your hair! Not dried—not dulled—not unruly—but silken soft, responsive, sparkling as if you'd given it a hard brushing.



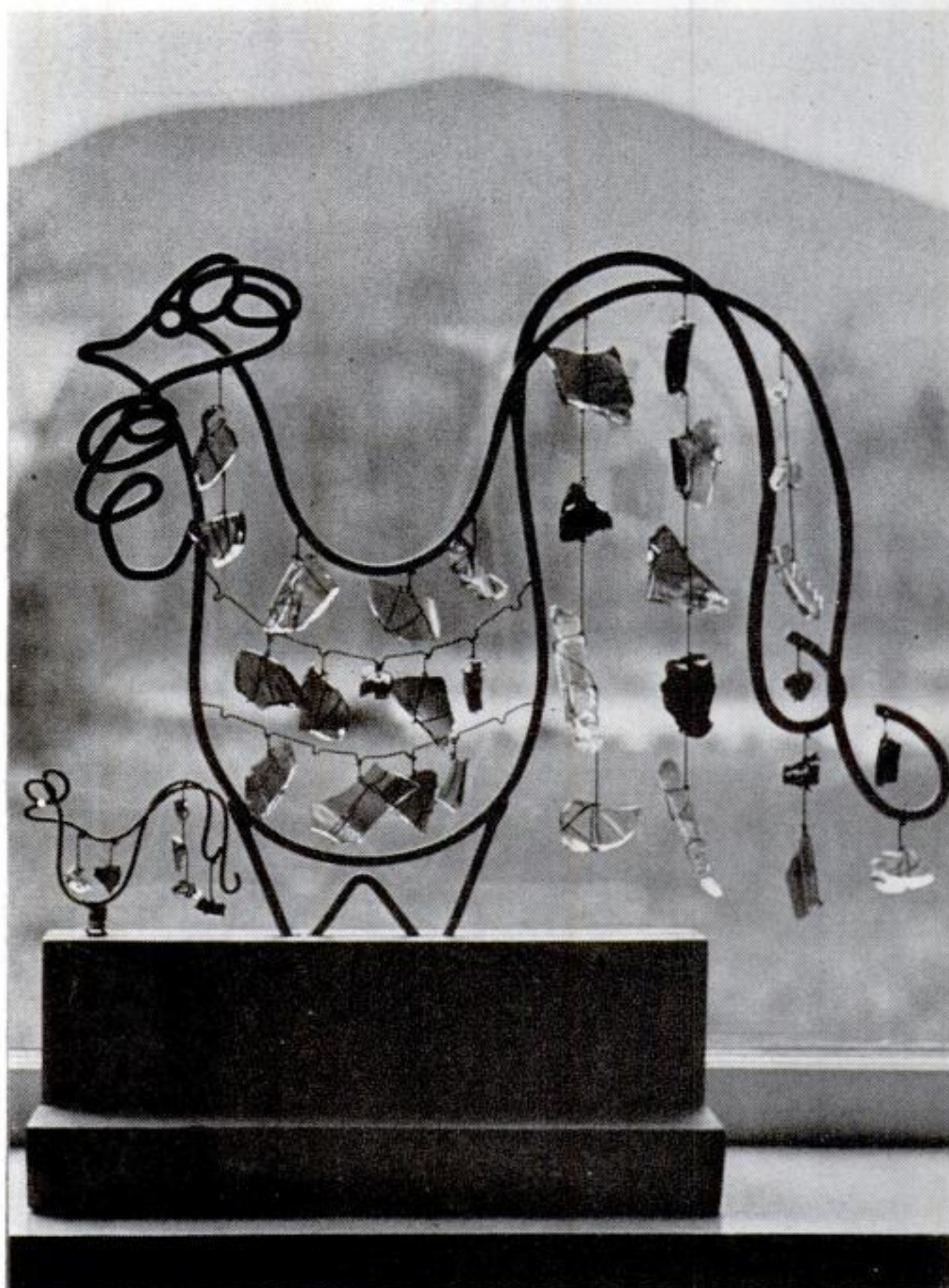
## Lustre-Creme Shampoo

Kay Daumit, Inc. (Successor), 919 N. Michigan Ave., Chicago, Ill.

## Sculptured Doodles CONTINUED



"EXPLOSION" shows an egg as it might look if it were exploding. It was made from half shells and fragments of others. All were mounted on pieces of wire and set upon a slab of slate. When touched, the wires and shells tremble.

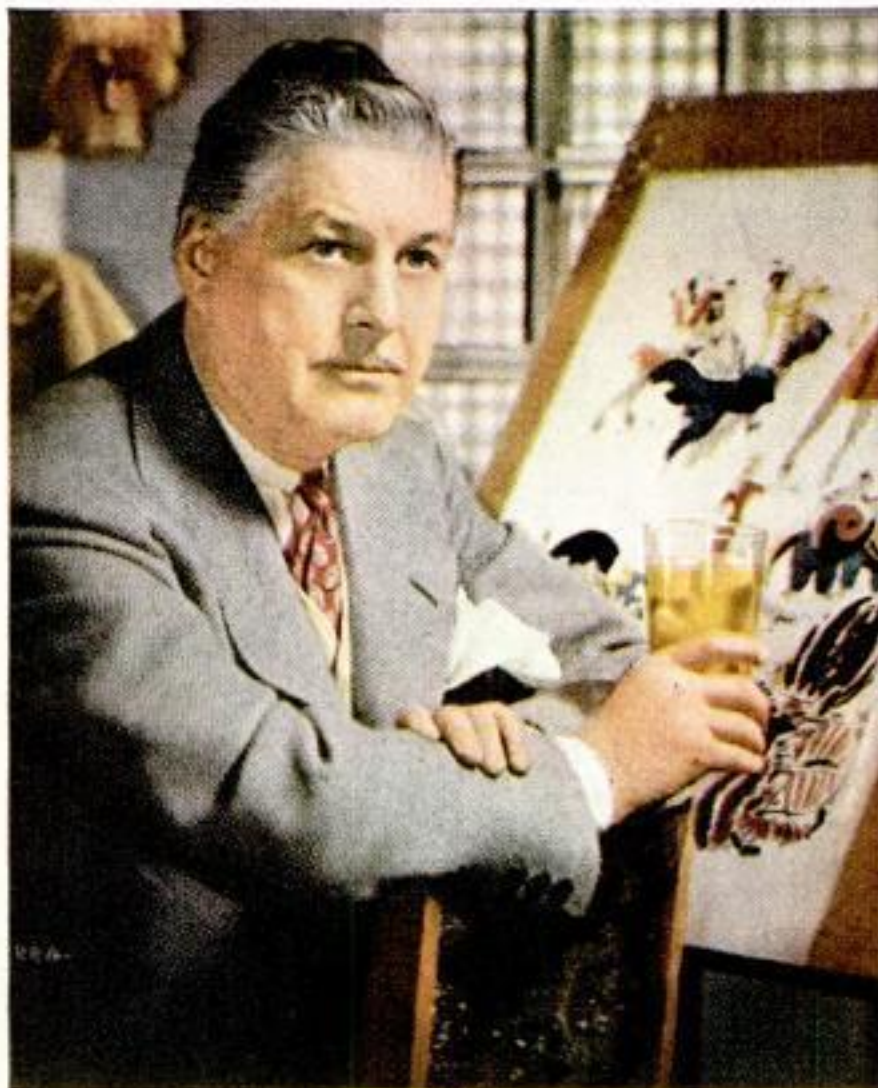


"ROOSTER AND CHICK" was made of aluminum wire painted red, pink and green. The little chick (left) is set upon a spring coil and both birds are mounted on a block of old pine wood. Feathers are pieces of broken bottles.

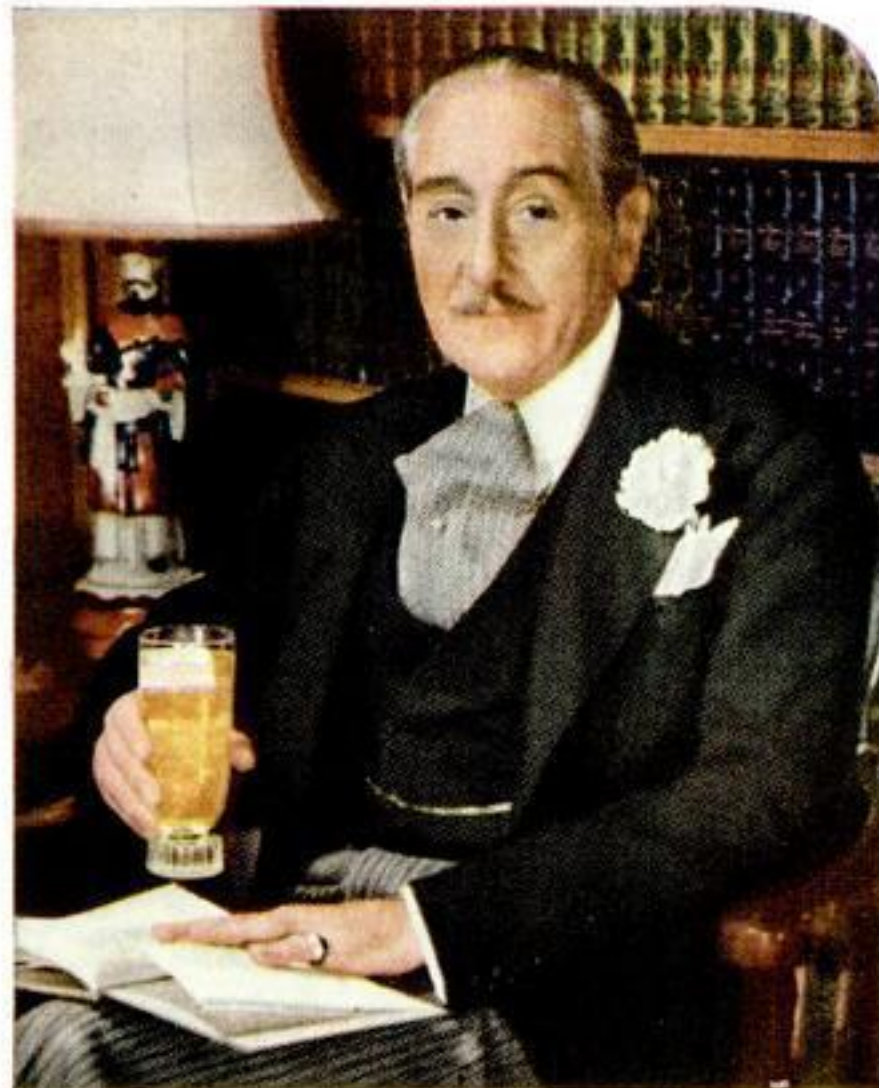




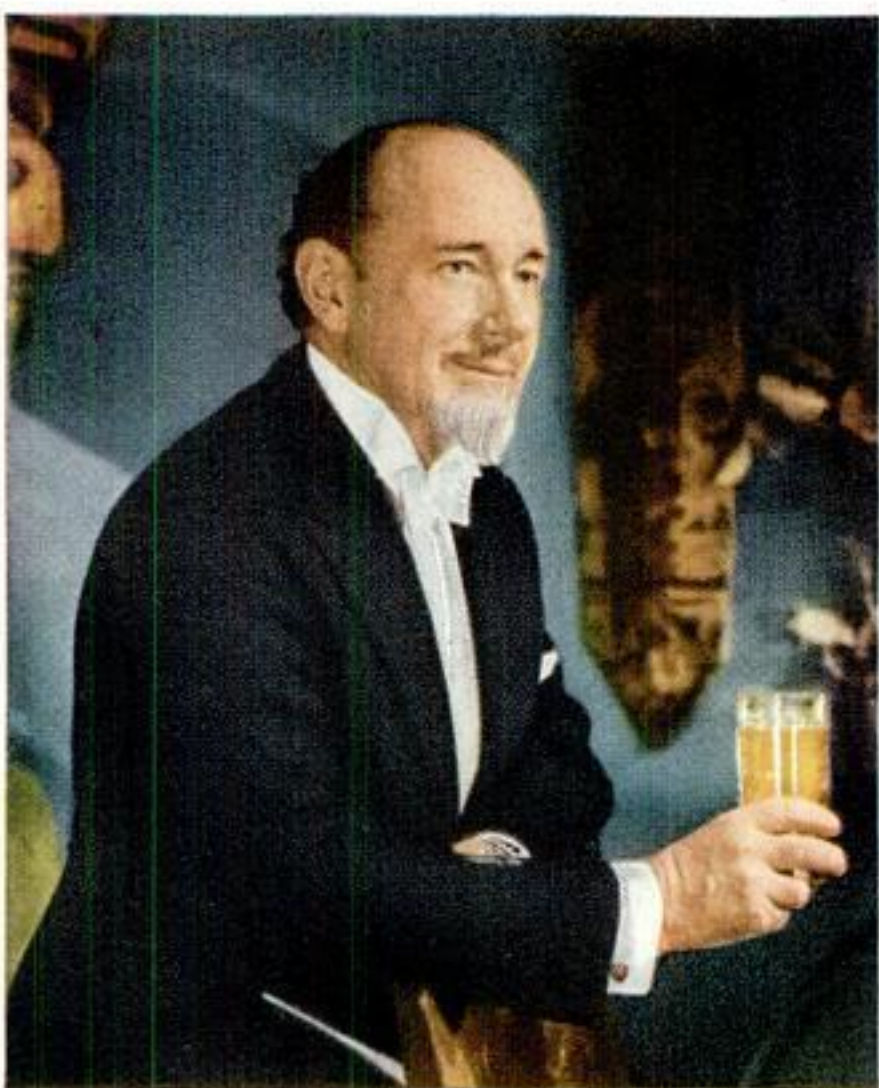
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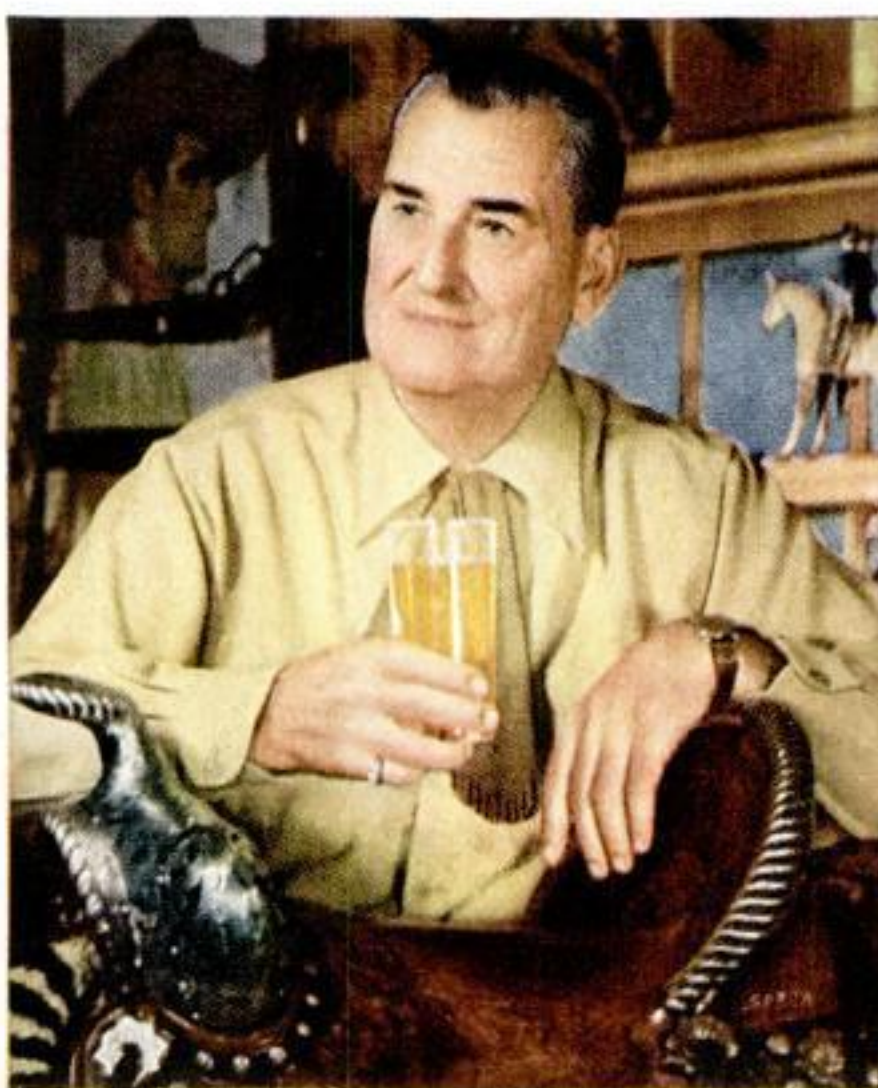
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"Grading Tobacco, Leaf by Leaf," painted by Joseph Hirsch

## **FINE TOBACCO** *is what counts in a cigarette*

"At the auctions, I've seen the makers of Lucky Strike buy fine tobacco—good, ripe, mellow tobacco."

—A. G. Irvin, 14 years an independent tobacco warehouseman.

"I've seen the makers of Luckies buy that ripe, mild leaf—really fine tobacco."

—P. W. Joyner, 17 years an independent tobacco auctioneer.

"Season after season, I've seen American buy ripe, mild tobacco—tobacco that's really fine."

—C. L. Saunders, 28 years an independent tobacco buyer.

*and* **Lucky Strike**  
*means* **FINE TOBACCO!**

*So Round, So Firm, So Fully Packed—So Free and Easy on the Draw*

